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1984
BICENTENNIAL
CELEBRATIONS
REPORT

DECEMBER 1984



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by
SCOTT THOMPSON

FOREWORD

The Bicentennial has been a people celebration. Government did not decree ownership, but rather offered leadership. The men and women who were involved in the daily challenges of making our Bicentennial a success provided that leadership. If success was achieved, it was theirs.

I have appended to this report a minimal amount of detail on specific areas of organization, initiatives and projects. The report was not designed to be either an historical document or a manual for future celebrations. Its purpose is simply to provide some insight into how it all happened.

I felt it was better left to those in other ministries, organizations, commissions and committees to provide their insight and comment from a position of greater knowledge than that of this office.

The latitude and support that was given to the Bicentennial organization by Premier William Davis and his deputy, Dr. E.E. Stewart, is evident in this document itself. Often deviating from the commonly accepted structured style of reporting, I have attempted to deal with the Bicentennial through broad comment as well as fact. I have also attempted, wherever possible, to put names to a small few of the many who have contributed so much to our celebrations.

It is unfortunate that space does not permit the inclusion of the scores of men and women from virtually every ministry of the provincial government who have contributed so much to the celebrations. Interministerial cooperation was incredible and the support the Bicentennial organization received across government was second to none.

Detailed documentation of every aspect of Bicentennial can be found within our files and those of the many ministries involved in the celebrations. In the interests of brevity, I do not present them here, but invite their scrutiny at the pleasure of those interested.

(more)

(i)



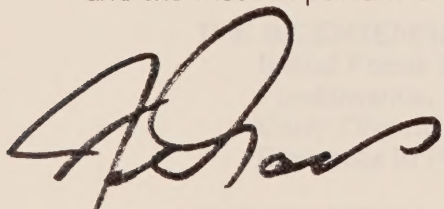
(foreword cont.)

In the final analysis, when all the reports are in, when all the ledgers have been balanced and when 1984 has faded into history, we have to ask ourselves not only if the original mandate has been met, but also if something will have been left for future Ontarians and future Canadians.

We have to ask ourselves if the Bicentennial celebrations have left any indelible mark on the minds of the men and women of today to be passed on to the men and women of tomorrow - a lasting sense of heritage, of history, of pride in our past and in our present and, perhaps most importantly of all, a pride in ourselves.

The answers to all of those questions cannot lie only with those in government. The answer cannot be presented in any report. No statistics can ever be produced to adequately answer all of those questions.

The answer can only be found in the thousands of communities in Ontario. It can only be answered by those Ontarians who participated in Bicentennial events in every corner of the province. Answers can be offered today, but the real answer, and the most important one, can only be answered tomorrow.

A handwritten signature in dark ink, appearing to read 'Fred Ross', with a large, sweeping initial 'F' and a long, horizontal stroke extending to the right.

Fred Ross
Director General
Ontario Bicentennial Celebrations

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EXECUTIVE SUMMARY

"Celebrating Together" was the theme and the purpose.

Awakening a knowledge of our heritage and instilling a pride in ourselves was the mandate.

Community events and community participation was the desire.

In summary, these facts are offered for consideration:

1. Nearly 9 out of every 10 Ontarians (89%) were aware that Ontario celebrated its Bicentennial in 1984. About 14% of these people planned to take a same-day or overnight pleasure trip as a result of Bicentennial which they had not otherwise planned to take.
2. Nearly 3 out of every 10 (28%) Americans in major U.S. cities bordering Ontario were aware Ontario celebrated its Bicentennial. About 9% said they would take a same-day or overnight trip as a result of Bicentennial.
3. More than 5,000 events and projects were held throughout the province during 1984 to celebrate the Bicentennial and to highlight historic achievements and events.
4. The youth of Ontario "celebrated together" with events throughout Ontario. From Voyageur canoes to picnics to heritage and historical events, Ontario's young men and young women were truly part of Ontario's 200th birthday celebrations.

The estimated cost of the Bicentennial celebrations by the provincial government will be less than \$10.1 million. Tracking studies show an additional \$84.7 million was injected into the provincial economy as a direct result of Bicentennial, and \$12.7 million directly into the treasury of Ontario.

The ultimate success of Bicentennial can only be answered in the years ahead. We do know that more people joined together in a common theme of history and heritage than ever before in Ontario.

BACKGROUND

The Idea

It's difficult to say where an idea originally began.

We do know, in 1976, Stephen Otto, prompted by the success of the American Bicentennial, proposed the concept to the Minister and Deputy Minister of Culture and Recreation as part of the strategy for Ontario's heritage conservation programs. The Honourable Robert Welch and Deputy Minister Robert Johnston encouraged development of the concept and it was supported by the Ontario Heritage Foundation.

A number of interministerial meetings began in 1979 and continued through 1980 when Steve Otto received approval from the Deputy Minister of Culture and Recreation to move from the Heritage Conservation Division and devote full time to getting the Bicentennial off the ground as Coordinator of Special Projects.

Cabinet

In 1981, following a submission by the Cabinet Committee on Social Development, Cabinet agreed that approval be given in principle to celebrating Ontario's Bicentennial in 1984 with emphasis being placed on community celebrations. The choice of date was based upon 'settlement', a theme with which more people could identify than the formation of a government or the signing of a particular document.

Early Planning

The Canada celebrations of 1967 had been years in the planning with a major theme and a highly visible World's Fair as a centre of focus. Ontario would have no 'Expo' to highlight celebrations, and careful planning would be required if success was to be achieved.

An interministerial work group, chaired by the Special Projects Coordinator in the Ministry of Culture and Recreation was formed and addressed the Bicentennial planning. What ministry projects could be undertaken; what were the economic impacts; how could municipalities participate; was special legislation required; what would the communications strategy be?

Focus groups were interviewed by private sector consultants, theme lines were offered and rough logo designs were tested. Attitudes towards history-related celebrations and Loyalists were evaluated.

Goals

By mid-November 1981 the interministerial work group had submitted its recommendations to Cabinet and on November 25, 1981 the Executive Council identified three basic goals to govern the planning for the Bicentennial:

- a) The primary focus of the celebration should be at the community level and involve initiatives which do not depend unduly on provincial funding.
- b) Emphasis should be given to a recognition of the nature, benefits, and heritage of Ontario society.
- c) Travel to and within the province should be encouraged.

In December of 1981, Cabinet approved the formation of a committee of ministers under the chairmanship of the Provincial Secretary of Social Development, Margaret Birch, completing the shift from Culture and Recreation. The Committee was to be advised by a small group of private citizens and supported by a minimal number of staff.

What was formed was to become the Cabinet Committee on the Bicentennial, the Bicentennial Advisory Commission, and the Bicentennial Office. Each, along with the Area Coordinators Program, would prove to be imperative to the overall success of the Bicentennial celebrations.

THE CABINET COMMITTEE

It is not unusual to find a frustration level while awaiting executive decisions on proposals and recommendations. In the early days of 1982, the Bicentennial project was no different.

Economic times were uncertain and a positive reading from the people on their acceptance of the celebrations had not been established. It was not reasonable to expect those who are constantly reading the mood of the people to jump in with both feet at this stage of the planning. Commitment was obviously there, but confidence in the projects, planning and programs - not to mention confidence in the success - had to be gained before major decisions were going to be made.

Public Announcement

When that confidence had been established, things started to happen. In a Statement to the Legislature on July 7, 1982, the Honourable Margaret Birch, Provincial Secretary for Social Development, invited Ontarians to join together in celebrating the Bicentennial. Thus, after 15 months of preparation, the Bicentennial had 'gone public'.

During the next two and a half years, the Cabinet Committee increased in numbers to finally include, along with the Chairman, Margaret Birch; the Provincial Secretary for Social Development, and ministers of: Agriculture and Food, Citizenship and Culture, Education/Colleges and Universities, Intergovernmental Affairs, Municipal Affairs and Housing, Northern Affairs, Natural Resources, and Tourism and Recreation.

Virtually all of the major decisions on project funding - internally and externally - were made by this Committee and referred to the Executive Council for approval. The task was not easy. By directing project funding and approvals, the Cabinet Committee clearly influenced what was going to happen in 1984.*

* See Appendix I

If the process and results were to be reviewed, few would disagree with the wisdom of a tiered approach exercised throughout the celebrations by the Cabinet Committee on the Bicentennial. Any successes during our anniversary celebrations must be shared with - if not given to - these ministers.

COMMUNITY GRANTS

In the environment of 1982 in which the Bicentennial had been developed, there was an understandable reluctance to propose any large, special grants for 1984. For one thing, there were already several ongoing government grants programs that intended to emphasize the Bicentennial and to assist projects which would contribute to the celebrations. For another, the Wintario capital grants had created over several years an impressive range of community facilities in Ontario, and so there was not the need, as in 1967, to commemorate the Bicentennial with expensive bricks-and-mortar projects.

After much discussion, the Cabinet Committee approved a grants program. The recipients were to be primary-level municipalities, Indian Bands and local services boards. These local authorities were required to pass a formal resolution and to spend the grants, which ranged from a minimum of \$500 to a ceiling of \$10,000 based upon population. No matching funds were required to be raised in the communities to qualify for the grant, although many councils voluntarily added to their local budgets.

Ultimately, 792 of 799 eligible municipalities, all local services boards and over 40 Indian Bands formally signalled their support for the celebrations by requesting a Community Celebration grant through the Ministry of Municipal Affairs and Housing which did an outstanding job of administering the program. In turn, the monies were divided up at the community level among thousands of special activities and projects bringing the Bicentennial to life across Ontario. In total, the Community Celebration grants program cost slightly less than \$2 million.

THE ADVISORY COMMISSION

The Advisory Commission on the Bicentennial was unlike any other appointed by government.

Short-term commissions are generally thought of as being mandated to 'look back' at a particular subject. Here we had a group of men and women who were being asked to advise the government on procedure and specific initiatives on a 'future' event. This, perhaps, was not unusual in itself. However, when we consider the make-up of the Commission, the perceived responsibility, and the necessity for immediate action, interesting things began to happen.

Many of the men and women appointed to the Commission had held other government agency positions where decision-making and budget control were very clearly part of their mandate. This particular Commission was advisory, and the transition from controller to advisor was, understandably, somewhat difficult.

There was early frustration from a perceived lack of total commitment by the government to the Bicentennial celebrations. The Commissioners saw time slipping by and were not totally prepared to accept the 'tiered' approach to the project. They were not interested in establishing public approval in stages. They were businessmen and businesswomen who subscribed to the theory that if you provide a fabulous product with good marketing and an enthusiastic sales force, it is inevitable that it will be accepted by the public at large.

The amazing thing about this Commission was that though they disagreed on the approach - often vehemently - their commitment to the Bicentennial was total. They were not going to give up, because they believed.

Commissioners Appointed

Arthur Gelber and 39 members of the Advisory Commission were appointed by Orders-In-Council on December 17, 1982, with Mr. Gelber as Chairman. Through additional Orders-In-Council, the Commission would increase to 44 members during its tenure.

Arthur Gelber was, and is, well-known as a respected community leader with many years of service to the people of Ontario - most recently as Chairman of the Ontario Arts Council. Along with his Deputy Chairman, Mrs. Sonja Bata, he would be one of the main players in the Bicentennial celebrations.

Many other members of the Commission would prove equally effective. However, I'm sure they would all agree that their full-time Chairman, his Deputy Chairman and the members of their committees should receive special recognition, not only for the time they devoted to the project but equally important, to the results they achieved.

In light of the various components now involved in the Bicentennial program, an early decision by Mr. Gelber to have an Executive Director from within government appointed would prove to be paramount to the success of the Commission.

The Chairman was familiar with the qualities and achievements of Norman Best from his days with the Arts Council, and in the early part of January 1983, Mr. Best was seconded from the Ministry of Citizenship and Culture to the Bicentennial Office.

Liaison Established

When we look at those components for a moment - the Cabinet Committee, government ministries, the Bicentennial Office with its many responsibilities from communication and promotion to finance, administration and area coordination - effective liaison would be the difference, ultimately, between progress and success.

Walking a fine line is never easy. Achievements are seldom realized due to the perceived necessity of staying in the middle of the road. Norm Best effectively destroyed the theory that one cannot serve two masters. Mr. Best served many, and he served them all well. He got things done.

The final member of the Commission support staff was seconded from the Office of Protocol to ensure a continuity was established. From meetings to reports, Colleen O'Dwyer provided the support that often goes unseen but is so necessary in any organization.

Commission Mandate

By mandate, the Commission was required to meet at least four times a year throughout the province. The meetings were used not only to encourage member participation and the submission of recommendations, but also to stimulate regional awareness of the Bicentennial.

The Commission received, administered and evaluated 159 proposals from the public for Bicentennial projects. They required official sanction, funding or other tangible support. They came from private individuals, educational, cultural and recreational organizations, and commercial and public media interests. Proposed projects included publishing, television/film proposals, art tours, caravans, recreational events and displays.

Thirty-seven of these projects were recommended to the Cabinet Committee on the Bicentennial for funding. Of these, 18 received approval, totaling \$365,900.

Corporate Participation

The Commission clearly identified the need for corporate participation in the Bicentennial celebrations and a personalized letter over the signature of Deputy Chairman, Mrs. Sonja Bata, was sent to the chief executive officers of approximately 2,500 corporations and businesses with Ontario offices. They were asked to participate through developing their own projects, using the Bicentennial symbol or supporting community or other existing Bicentennial activities.

The corporate involvement varied from staff picnics and support of local celebrations to such high-profile corporate supporters as Nordair with its many projects, Black's Cameras with its Bicentennial advertising, General Motors and Chrysler with their corporate vehicle assistance, Bell Telephone covers and Eddy matchbooks.

Awareness

Twenty-eight of the current 44 Commission members reside outside Metro Toronto. These Commissioners, and at least five of the Metro members who have contacts in other municipalities, have made speeches, attended planning meetings, and in other ways encouraged local Bicentennial activities.

Service clubs were contacted, as were performing arts and various multicultural organizations to encourage Bicentennial participation and offer guest speakers. Arts and cultural organizations were asked to designate one of their already-planned productions as a Bicentennial program. Because reactions and intentions were not requested, it's hard to know what specific requests were accommodated across the province.

It is known, however, that such major groups as the Toronto Symphony, the Stratford and Shaw Festivals, and the National Ballet responded with special tribute performances and numerous clubs had Bicentennial meetings.

The Commissioners spoke, they persuaded, they cajoled, and they achieved what they believed was one of the key - if not the key - requirements towards the success of the Bicentennial. That key was awareness.

If these 44 men and women could promote awareness coupled with commitment and a sense of purpose, they believed the Bicentennial would be a success. They were absolutely correct, they helped do it, and it worked.

This report is obviously subjective from a particular perspective and could not possibly address every aspect, every initiative or every success of the Commission. Only the Chairman and the members could properly do that.

Perhaps the Bicentennial would have been a success without a Bicentennial Advisory Commission.

Perhaps - but it's very doubtful.

AREA BICENTENNIAL COORDINATORS

In early 1983, the Ministry of Citizenship and Culture undertook responsibility for planning and implementing the coordination of the Bicentennial across Ontario with the theme - Celebrating Together.

Staffing

The issue of staffing the Area Coordination Program was handled through secondments or other arrangements between ministries and stands out as an example of interministerial cooperation. Coordinators were selected and assigned to eight areas with Margaret Szeker as Executive Coordinator in Toronto.

At the time, public awareness of the upcoming Bicentennial was less than minimal and the task of building awareness and of stimulating interest and involvement, in a very short time, among municipal officials, community organizations and the general public, was a large one.

In the fall of 1983, an extraordinary effort on the part of the area staff was put into developing visibility in the areas, personal contact with municipal officials and with local media organizations. Especially critical was the work done in encouraging municipalities to apply for their "Community Celebration" grant, providing them with information on government expectations and with ideas to help them in planning events and projects.

Program

In June 1983 a plan for the Area Coordination Program was developed and approved. It included objectives and a strategy for 1983 and a description of the role of the Area Bicentennial Coordinator.

The 1983 Objectives of the Area Coordination Program were:

1. To increase public awareness that 1984 would be Ontario's Bicentennial;
2. To build community/public interest in planning Bicentennial events and projects which would increase public awareness and appreciation of the rich heritage and cultural traditions of the province/community and its people;
3. To maximize the interest of Ontarians in becoming involved and participating in the Bicentennial.

Strategy

The major thrust of the Area Coordination Program in the last half of 1983 concentrated on:

1. Establishing personal contact with the officials of each of the 799 municipalities in the province, providing them with information and encouraging them to apply for their "Community Celebration" grant;
2. Establishing an identity as the Bicentennial representative in the area;
3. Developing personal contact with local media to explain what the Bicentennial was and to encourage media support of forthcoming 1984 events and activities;
4. Establishing and maintaining ongoing communication and liaison with appointed Bicentennial contact staff in regional offices of other government ministries.

Area Coordination Plan - 1984

The 1984 plan redefined the objectives and strategy of the area coordination program to take into account the progress made in 1983.

Activity Summary 1984 - 1st Quarter:

The major focus of the area coordinators' activities during the first quarter of 1984 was:

1. to have a Bicentennial contact identified in each municipality.
2. to confirm celebration events as soon as possible;
3. to develop local media interest in Bicentennial events;
4. to encourage local cultural organizations, schools, service clubs and other community groups to plan Bicentennial events and projects;
5. to provide assistance to planners of provincial touring attractions.

During this period coordinators initiated follow-up contact with municipal officials and Bicentennial coordinating committees and contacts in an attempt to begin to develop lists of events and dates. This was the period during which most coordinating committees and contacts were appointed. Event information was very slow in coming at this time, although a fairly high number of events such as levees started off the Bicentennial year.

Information meetings with community groups continued. Media enquiries began to increase and the area coordinators responded to requests for appearances, interviews and information. Demand for promotional and information material accelerated.

Results

The participation and involvement at the community level across the province was the result of the personal contact and motivating enthusiasm of the Area Coordination staff.

The area coordinators were: Marilyn Branch, Michael Cavanagh, Brenda Couch, Marc Duval, Dorothy Gregory, Susan Innes, Francine Levesque and Paul Sauve.

THE BICENTENNIAL OFFICE

Unlike an idea, the beginnings of an organization are not that difficult to identify. What is more important than the organization itself, however, is the ability of those involved to clearly focus on the purpose.

That purpose can be traced back to the direction given by Cabinet on November 25, 1981, to organize a community celebration, planned and largely financed by local people involved in local events, with an emphasis on heritage - past and present - and to encourage as many people as possible to travel from within and outside the province to participate in the celebrations.

With that thought in mind, the objectives of the Bicentennial organization were very simple. Projects, both large and small, could be left to communities and to ministries. Although it was not the desire of government to have ownership or control, it was, however, the responsibility of the government - once having established 1984 as the official year of celebration - to awaken, amplify, stimulate and encourage the maximum participation by all the people in this collective celebration.

Initial Focus Groups

That was easier said than done, when one considers the results of initial focus groups in Toronto, London and Sudbury polls. Conducted by independent consultants, the study showed, among other things, that "our own past is dull and felt to be without drama and inspiring peaks, however admirable for its unique record of peacefulness and order". Equally troublesome was the "the year 1784's significance to Ontario was all but unknown" statement.

Beyond all this, there persisted in people's minds the powerful but deceptive parallel of Canada's Centennial celebrations. These are viewed now, almost nostalgically, as our country's one brief shining moment on the world stage, playing host to a spectacularly successful world exposition.

Fundamental Assumption

At that point, had not all of those involved in the Bicentennial proceeded from a very fundamental assumption, there would never have been any celebrations.

That assumption was that perception can be altered, that attitudes can be changed.

Once again, we should be mindful of the differences. 1967 commemorated 100 years of confederation, a constitutional accord, clear-cut, plain and simple. And it was preceded by literally years of hype associated with the completion of the Expo site.

In our instance, there was no similar consensus of the importance of the occasion itself, no shared expectation about the year, and no single focus with which to rivet public attention.

Early Organization

In July of 1982, while Steve Otto organized a committee of liaison officers from other ministries, Edna Hampton, having been seconded from the Secretariat for Social Development as Communications Director, gathered an advisory committee on communications with representation from those ministries whose ministers were members of the Cabinet Committee on the Bicentennial. The results of the early successes of Steve Otto and Edna Hampton would set the stage and establish the foundation on which many of the programs and plans would be built.

The untiring commitment of Edna Hampton cannot go unmentioned. Joined later by Barbara McConnell and Alison Galt, Edna Hampton can be proud of her accomplishments and those of her talented staff.

Other highlights in the early days of Bicentennial should be noted at this point, especially the support and wealth of ideas of Jim Ramsay, the then Deputy Minister of Citizenship and Culture. His support to place 'area coordinators' throughout the province was, without doubt, one of the major single factors in creating awareness, visibility and effective results.

Ethel McLellan, the then Deputy Provincial Secretary for Social Development, provided advice, support services and resources, not only during her tenure in the Secretariat, but also in her new position as Chairman of the Civil Service Commission. The effect that support had - not only in the early days of planning but throughout - cannot be stressed nearly enough.

Finally, the advertising agency - Camp Associates Advertising Limited/Advance Planning Communications Limited. The agency developed the logo which was to become the single major visibility item throughout the celebrations. They created the 'Great Moments in Ontario' poster and provided the research on which future communication plans and decisions would be based through a short-term contract in 1983.

Elements in Place

By the fall of 1983, almost all of the elements for the Bicentennial year were in place - the Cabinet Committee, the Advisory Commission, Area Bicentennial Coordinators, a Communications Director, and support staff.

The Bicentennial Office was now located on the 10th floor at 77 Bloor Street West, budgets had been approved and things were about to swing into high gear.

In the late fall of '83, there was some concern that although incredible progress had been made, an element of continuity across the board was needed to provide some final direction and central focus to the many components within the Bicentennial office. There was still a major concern about awareness throughout Ontario and a new strategy had to be developed to ensure 1984 was going to be a true success.

In mid-December of 1983, Fred Ross was seconded from the Ministry of Government Services to the position of Director General of the Bicentennial Celebrations, reporting directly to Dr. E.E. Stewart, Deputy Minister and Secretary of the Executive Council in the Office of the Premier.

The mandate was simple: bring all the talent together and make it work.

THE STRATEGY

By January 1984, times had changed. Many Ontario communities and special interest groups were committed to the Bicentennial celebrations. New strategies had to be developed in order to create the most needed factor for a successful year - AWARENESS.

Henceforth, most program and project initiatives developed by the Bicentennial Office would be directed towards that objective and dealt with in two categories: PAID ADVERTISING and PROMOTION. Our advertising would be developed in concert with Camp Advertising/Advance Planning, while promotions would be initiated internally, with agency consultation as required.

The strategy also required administrative and financial responsibilities be kept to a minimum for the staff charged with meeting awareness objectives. It was correctly argued that an hour spent on administration was one less hour in which to accomplish the main goal.

The decision to establish an internal Finance and Administration unit would prove to be one of the major elements in the effective operation of the Bicentennial Office and toward the achievement of overall objectives. Robert Whitelaw was seconded from the Civil Service Commission and not only provided the required expertise in finance and administration, but also brought top-notch skills in promotion and communication. The entire organization would not have been effective by half, without the superb contribution of Bob Whitelaw.

With a management style committed to allowing managers to manage and staff to do what they did best, it was now time to clearly establish a game plan in advertising and promotion.

It should be noted here, there had already been excellent preparation in both areas through the development of the Bicentennial Poster, commitment by a number of ministries to high-profile Bicentennial projects and an extensive travel itinerary by Margaret Birch. Community grants had been announced and a large number of events had already been planned with the assistance of the Area Coordinators. It was time to assess early successes, identify new opportunities, and commit to specific initiatives.

PAID ADVERTISING

Radio

Radio was identified as the primary medium for a number of self-evident reasons:

- it builds awareness quickly
- it emanates directly from the community and complements local coverage of local events
- it's consistent with the oral tradition of 'story telling', where we have so many stories to tell
- it enjoys a low 'perceived cost', and in fact is comparatively economical to produce
- it involves the audience immediately through the exercise of the imagination
- it offers substantial flexibility in the weighting of messages to local concerns
- it's widely thought of as an 'impulse medium' offering information to be acted upon quickly.

In creative terms, radio works extremely effectively because it creates images directly in the mind. Radio can take you to another time, another place, and leave a lasting impression.

The print media would be used in a supplementary role where specific detail - such as the medal program - was required. Television would not be used at all due to the high cost of production relative to the short duration of the campaign.

The radio campaign would be designed to establish the 'atmosphere' and trigger the impulse to participate. The theme would be 'Great Moments' in Ontario.

A total of three dozen distinctly different messages would be produced. They would cover a wide range of individual subjects, including inventions and discoveries, community endeavours, poems, songs, readings from period journals, archival recordings, acts of heroism or athletic achievements and, quite simply, singular moments in the lives of our people. The material would be produced in three 'waves', each of a dozen spots, appropriate to the season.

Confidence that numerous summer events would take place prompted early planning for a 'current events' wave of commercials.

While the first wave would instill a feeling of pride and history, the second series would provide information about current happenings through the week and on the weekend. The approach here would be 'events promotion' designed to involve people in the many Bicentennial celebrations across the province.

The commercials would prove to create a pride of place and a sharing of the 'feeling' through involvement in the celebrations.

The radio campaign would hit 45 Ontario markets (English and French) on more than 100 stations. There would be 10-20 60-second announcements per week, per station, between February 27, 1984 to November 19, 1984.

Print

Paid newspaper advertising was utilized only twice during 1984 to invite nominations for the Bicentennial Medal and to advertise the Bicentennial Harvest Jamboree.

In order to ensure all of the rules and regulations related to the Medals were established in the minds of nominators (community and individual), every community and daily newspaper was utilized with a major display ad. The decision was taken to run only once in major display, rather than the generally accepted 'three inserts'. It was felt one 'big' ad would be more effective for this message than three smaller inserts.

The Bicentennial Harvest Jamboree project also demanded limited 'print' exposure. Target daily and community newspapers were utilized as was a 'poster' campaign in selected public transit shelters in Toronto, Barrie, Peterborough, Kitchener, Brantford, St. Catharines, and London.

Tracking studies confirmed the success of the approach taken in the paid advertising campaign and Camp/Advance should be commended for their creativity and direction and total flexibility in achieving excellent results. They were honoured through a number of awards throughout the year by their peers for excellence in the industry on the Bicentennial campaign - and rightly so.

PROMOTION

Every initiative taken to promote the Bicentennial - with the exception of direct paid advertising - must be grouped under the heading 'Promotion'. As effective as the paid campaign was, there would never be enough money to ensure goals and objectives were met without an equally effective promotion campaign.

A number of initiatives had to be taken to provide a 'visibility'. Our ad campaign was talking about Bicentennial; the Advisory Commission members were selling it through various speaking engagements; elected representatives were explaining it - and occasionally having to defend it. We had to start seeing and hearing about Bicentennial in a broader spectrum.

Early planning identified the fact that some kind of material to orient people to the Bicentennial was needed.

In view of time and cost considerations, the decision was taken to do a film, with the option of a video version, composed of hundreds of slide images with voice and music in the background. The result, which was 13-1/2 minutes long, introduced the historical basis for celebrating in 1984 and looked at preparations being made by people in eight places as different as Williamstown, Amherstburg and Thunder Bay. Shown at meetings, in schools and on TV, the film is estimated to have been seen by close to one million people.

One of the most successful endeavours throughout the year was the preparation of 'Bicentennial Moments'. Each would look back at a particular day in history for use by radio stations in a 'chit-chat' fashion. The 'Moments' were researched by the agency and distributed to every radio station in Ontario with excellent results. A re-write for newspapers provided equal return in daily newspapers across the province, including Canada's largest - The Toronto Star.

Decorate Ontario

Visibility was still lacking somewhat and a new initiative had to be launched to shoulder existing programs. Hope that corporate participants would fly flags, display logos and generally provide province-wide visibility simply wasn't enough. An effective, inexpensive program to decorate Ontario had to be designed and implemented.

The most visible product was the Bicentennial logo. A simple flag - the logo centred on a white background - would be incorporated as the main vehicle to build visibility. It would be shouldered by a multi-coloured banner, also using the logo as a centrepiece.

The starting point for the 'Decorate Ontario' program would be the Legislative Building at Queen's Park. If people and corporations were being asked to 'wave the Bicentennial flag', it followed that a visible government commitment had to be established.

This was accomplished through the display of flags and banners at Ontario's Parliament Buildings and the construction of a gazebo-bandstand on the lawn of Queen's Park. Although some critics felt there was too much visibility, this approach launched Metro media coverage and proved to demonstrate a commitment and example for many communities and corporations.

Sight and Sound

Flags, banners and logos would be widely distributed during all events and especially during two major highlights of the Bicentennial Celebrations - the Royal Visit and the Rendezvous of the Tall Ships. Elvira Putrus, Bob Whitelaw and the entire Bicentennial office staff must be complimented on their commitment and ingenuity on this particular program. It was extremely effective - to the point where one Toronto columnist noted he couldn't go anywhere, including a small village in England, that he wasn't seeing Bicentennial visibility.

A unique approach to events coverage during July and August was incorporated through the distribution of television newsclips on happenings in Central and Southern Ontario. Selected community events were identified and a contract was negotiated to provide television stations with six to eight video clips for weekend news programs -- an excellent return on this initiative at a very moderate cost.

Bicentennial was not above jumping on somebody else's bandwagon, if a benefit was to be seen. The new IMAX film at Ontario Place - Journey of Discovery - would attract hundreds of thousands of viewers in 1984. An excellent musical score was written for this production and the Bicentennial had it adapted with appropriate words to become the Bicentennial song - Celebrate Ontario.

Records and tapes were distributed to electronic media and incorporated into the commercial vignettes. Sheet music was prepared and sent to schools and town bands. In instrumental or vocal arrangements, Celebrate Ontario was another successful link in the growing awareness chain.

Town bands were invited to perform at the Bicentennial Bandstand and a concert program was developed over the summer months. Student tour guides at the Legislative Buildings wore period costume and were headquartered at the bandstand.

If awareness was to be the destination - visibility had to be the vehicle. From targeted newsletters to motorcycles and floats; from balloons to banners and flags to songs; from press releases to stickers; from interviews to initiated events; the purpose was clear - PROMOTE awareness, PROMOTE visibility, and we'll have a successful Bicentennial celebration.

Specific Initiatives

Bicentennial office initiatives to promote the celebrations used a broad section of public awareness-building tools including:

- A monthly newsletter entitled Update which provided information on recent community and provincial events and a calendar of upcoming activities. 17,500 copies in English and French were distributed across the province.

- Use of the logo in the public and private sector - black and white "stat" sheets were distributed by the hundreds on request and colour separations were available on short-term loan for non-commercial projects.
- Information kits which were distributed to media in the first half of 1983. These were constantly updated and complemented with releases from ministries about Bicentennial projects. More than 3,000 kits, English and French, were distributed by the end of 1984.
- A column for community newspapers dealing with various Bicentennial topics was started in early 1984 and continued through the first six months.
- A package of editorial material on such topics as Bicentennial activities in communities across the province, sports-related activities, an historical perspective, the Bicentennial Advisory Commission, Bicentennial publications and ministry Bicentennial activities was distributed to the media for use in special Bicentennial editions.
- More than 100 speeches were prepared for the key representatives of the Bicentennial.
- A "Great Moments in Ontario" poster was launched at a celebration at Queen's Park in mid-December 1983. The poster, containing dozens of images of Ontario events, inventions or famous people, was enormously popular. 50,000 posters were distributed.
- More than 300,000 copies of the Bicentennial brochure were distributed across Ontario to raise awareness of the Bicentennial celebrations and the historical context.
- A promotion tour in the fall preceding 1984 increased awareness of Bicentennial considerably. Margaret Birch spoke to service clubs and community organizations in more than a dozen cities across the province.

- A number of Experience '84 students were stationed in the Bicentennial office and the offices of the area coordinators, who added significantly to the Bicentennial's communications function. The 20 students worked hard to provide information and communications assistance to media and community organizations.

BICENTENNIAL MEDALS

The criteria which the Bicentennial Medal recognizes - community service and volunteerism - were supported enthusiastically from the time in late 1982 that the medals concept was first recommended to the Cabinet Committee. These qualities were, after all, among the most valued traditions in Ontario society and deserved to be celebrated during a year devoted to such things. The number of medals to be given out was increased, however, from the original 200 to 1,984 in recognition of the great difficulty of choice which the smaller number would have meant.

Again, consistent with the community focus of the Bicentennial, the larger number of awards meant that nominations could be invited from all primary-level municipalities, Indian Bands and local services boards. Every local authority was asked to make one nomination and the larger ones up to twelve more nominations, based on population. As well, the public was invited through widespread newspaper advertisements to nominate recipients.

The job of dealing with the mountain of resolutions and letters that resulted was shouldered cheerfully by Helen Bourke of the Ministry of Government Services and Patricia Jensen of the Bicentennial Office, while the selection of recipients was made by a special five-person committee: Margaret Birch, Honourable Claude Bennett, Pauline McGibbon, Patricia MacKay and Arthur Gelber. Those who were honoured received their medals which had been struck specially by the Royal Canadian Mint, and a certificate signed by the Premier, at one of 38 ceremonies around the province in early December hosted by the Members of the Executive Council.

APPENDICES

SPECIAL PROJECTS

INITIATIVES OF THE BICENTENNIAL OFFICE

The Bicentennial office undertook a number of initiatives to provide Bicentennial visibility to certain key groups and to achieve a greater awareness of the Bicentennial activities in Ontario. The following is a summary of a number of these initiatives with additional background information.

1. Key Card to Ontario's Bicentennial

A considerable amount of visibility for the Bicentennial was generated by the Key Card program. Key Card folders, including a Bicentennial key card for free admission to a number of major Ontario tourist attractions were sent to more than 4,000 recipients including governors of the 11 neighbouring states, their 2,550 elected representatives to the Senate and the House of Representatives, federal officials, mayors of major U.S. cities in the 11 bordering states, publishers and travel editors of major U.S. daily newspapers, and owners and presidents of radio and TV stations in the 11 states. Also, the Bicentennial Key Card was sent to members of the Ontario Consular Corps, the publishers of daily newspapers, community newspapers, and ethnic publications. Radio and TV owners and presidents in Ontario also received the Bicentennial Key Card.

The Key Card folder invited the recipient to join in Ontario's Bicentennial as a once-in-a-lifetime opportunity to come to know us a little better and to celebrate together the wealth, traditions, achievements, and aspirations which people from around the world have brought to Ontario. The card entitled the holder and guest to free admission to the Art Gallery of Ontario, Nancy Island historic site, Royal Botanical Gardens, Ontario Agricultural Museum, McMichael Canadian Collection, Historic Naval and Military Establishments, Ste. Marie among the Hurons, Ontario Place, Old Fort William, Old Fort Henry, Upper Canada Village, the Ontario Science Centre, the Royal Ontario Museum, and Provincial Parks.

The packages were also distributed to the crew members and officers on the Britannia upon their arrival in Toronto and to International Riders and their guests attending the Royal Agricultural Winter Fair in November.

The Key Card idea represented one of the projects which, from an idea to actual implementation, took about 4 weeks. The senior staff of the Ministries of Citizenship & Culture, Natural Resources, Agriculture & Food, Tourism & Recreation, and Industry & Trade are to be congratulated for their cooperation in this one-time-only project. Moreover, the Key Card project was designed to reach the media in the United States at a time when the Ministry of Tourism & Recreation publication, "Your Bicentennial Guide to A Place We Call Home", was distributed as a supplement to newspapers in the United States, including Buffalo, Pittsburgh, Cleveland, Detroit, Minneapolis, St. Paul, Syracuse, Rochester, Milwaukee, Chicago, Duluth and Lansing.

2. Newspaper Clippings

One measure of the awareness of the Ontario Bicentennial celebrations was seen through the newspaper clipping service throughout the province. Thousands of newspaper clippings arrived at the Bicentennial office at the rate of approximately 850-1,500 per week.

It was decided to mount the newspaper clippings for display purposes along the walls of the Legislative Building basement for much of the Bicentennial year.

Originally, cost estimates to display the clippings in the Legislative Building exceeded \$16,000. An alternate approach was taken by inviting a Scarborough high school student art class to participate in the project as part of their learning experience. About a dozen students from Wexford Collegiate Institute in Scarborough worked for about 2 weeks at the Bicentennial office pasting up the clippings on large sheets of Foam-Cor, 4' x 8'. Fifty of these panels were prepared and mounted along the walls with white pine trim. Bicentennial banners and special signs recognizing the work of the students were incorporated into the presentation.

Total cost for the project was less than \$1,000 including the framing along with a thank-you dinner for the students and a special presentation gift given to each student by Mrs. Margaret Birch.

3. The Racing Salute to Ontario's Bicentennial - Ontario Jockey Club

The Ontario Jockey Club Salute to the Ontario Bicentennial was a combined Standardbred and Thoroughbred race night at Greenwood Race Track on Monday, August 20. The evening featured four thoroughbred and seven standardbred races. Each of the races was named after one of the original Ontario counties.

Jockey Club officials report that a normal attendance for a Monday evening in August is approximately 7,000 people. More than 15,500 attended the special salute to Ontario's Bicentennial.

The winning owners received framed Bicentennial Great Moments posters.

4. Ontario Place

The Ontario Bicentennial achieved wide-ranging visibility at Ontario Place this summer because of the enthusiasm among the senior officers and staff. Bicentennial flags were flown throughout the site.

A very popular animated mock clock complete with three very large Bicentennial logos was placed in Pod 1 to entertain families waiting to enter the Future Pod and the children's theatre area. Every few minutes the clock came alive to the music of the Bicentennial theme song and at certain stages throughout the song, doors opened and animated characters came to life.

Throughout the summer, the "Bicentennial Moment for the Day" was read in the Cinesphere immediately prior to the start of the IMAX film. The tapes were prepared on a monthly basis through the cooperation of the Ministry of Agriculture and Food. The IMAX film, dealing with a journey of discovery through the past, present and future of Ontario life and supported by the Bicentennial theme song, was well received throughout the summer.

Ontario Place also achieved visibility by using the floral garden on one of the hillsides to reflect the Bicentennial logo. Bicentennial burgees were placed on all of the Ontario Place boats and a large burgee was flown by Haida.

A special Bicentennial weekend was held on the July 1st weekend with a gigantic fireworks display. Additional visibility was achieved by the use of Great Moments posters, buttons, and balloons as give-aways to the first 10,000 people through the gates for the Bicentennial day.

5. Bicentennial Events Calendar

During the first quarter of the Bicentennial year it was obvious from the activity forms received at the Bicentennial office from the area coordinators that thousands of local events would take place throughout the year. Master lists of these activities were prepared and edited into two editions of the Bicentennial Events calendar. The first edition was prepared for distribution in late June and a second revised edition was prepared for release in August. Arrangements were made to print 30,000 on first run - 50,000 on second edition, and these copies were distributed to municipalities, chambers of commerce tourist offices, Bicentennial committees, area coordinators, and to the Ministry of Tourism and Recreation tourist booths throughout the province.

The Bicentennial Events Calendar was designed to help individuals plan their vacation or special weekend trips during the summer months. In each edition, more than 1,000 events were listed by date, location, event, and contact for further information. Further information about the events in the Bicentennial Calendar could be obtained from travel counsellors or area Bicentennial offices. Appendix N shows a typical page.

From the many thousands of events and activities, the Bicentennial Calendar represented those public events that everyone could visit and enjoy.

6. Celebrate Ontario - The Ontario Bicentennial Theme Song

A high-profile continuity was provided to the Ontario Bicentennial through the use of the official Bicentennial theme song, "Celebrate Ontario". The song was produced by David Fleury, Haywood Parrot, and Mark Shekter for the Ontario Bicentennial. The music also provided the background to the 1984 IMAX film at Ontario Place. A 45 rpm record was prepared of both the vocal and instrumental versions and widely distributed to radio, TV and cable TV stations. The record was also available as a promotional item to groups holding Bicentennial events such as dances, parades and homecomings. Music scores for the Celebrate Ontario song were prepared for use by high school and community bands, along with copies of the words for community sing-songs where the Bicentennial song could be incorporated. The Celebrate Ontario song became a highlight at many special Bicentennial events such as the Harvest Jamboree and the visit of Her Majesty the Queen and His Royal Highness Prince Philip. The music was also used in the sound system of the Bicentennial float which visited many communities throughout the summer.

7. Bicentennial Harvest Jamboree, Queen's Park, Saturday, Sept. 8, 1984

The Bicentennial Harvest Jamboree at Queen's Park was designed to be the focal point of Bicentennial celebrations in Toronto. Weeks of staff planning went into the day-long event to achieve maximum amount of visibility. The Harvest Jamboree was a mixture of amateur and professional talent to highlight the old-time country harvest jamboree atmosphere.

Among the entertainers were Albert Hall, who was named the most significant new country artist in Canada this year by the Country Music Association and well-known TV and radio personality Gordie Tapp, who was master of ceremonies for the big country show held on the main stage during the evening.

Old-time refreshments including corn on the cob, hot dogs, soft drinks and ice cream were available at a nominal charge.

More than 10,000 people attended the afternoon or evening performance. A high level of visibility was achieved through the use of helium-filled balloons along with wave flags for the children. A face-painting competition along with a number of displays by the agricultural museum, quilt-makers, and woodcarvers also added to the festive atmosphere at the Jamboree.

8. Ontario Bicentennial Town Crier Festivals

The tradition of town criers was rediscovered in about 40 Ontario communities this year. The Commission and staff, with the corporate sponsor, Nordair, encouraged municipalities to endorse official town criers who then competed in a series of festivals across the province. Twenty-three winning town criers, including 8 women, took part in the Great Ontario Bicentennial Cry-Off during Ottawa's Central Canada Exhibition in August. Many municipalities intend to continue or expand the Town Crier program into future years.

BICENTENNIAL PROMOTIONAL ITEMS - AVAILABILITY FOR PURCHASE

Prior to the official start of the Bicentennial Celebrations in January 1984, a licensing arrangement was prepared through the Ministry of Industry and Trade with manufacturers interested in promoting Bicentennial by using the logo on their products. There was no cost to the licensee, however certain undertakings had to be made that the product was made in Canada and the Bicentennial office would undertake no responsibility for numbers of items left over.

The mechanism worked extremely well in giving an opportunity to a number of manufacturers to incorporate the Bicentennial logo in the product lines for use during 1984. A survey was undertaken by the Bicentennial office to determine the availability of a number of products. Unfortunately, many of the mass merchandising orders were placed prior to the start of the Bicentennial celebrations and therefore, many Bicentennial items were not incorporated in major store merchandising plans. Also, there was some indication that buyers were reluctant to make major commitments towards Bicentennial because of their lack of understanding and awareness as to the potential success of this event.

Comments were received later in the year on the basis that "if we had known how successful Bicentennial would be, we would have reconsidered our orders for supplies". The following is a brief summary of the availability of Bicentennial material throughout Ontario during 1984.

- Ontario: A Bicentennial Tribute - a book published by Key Porter Books was available for purchase at Eaton's and Simpson's stores.
- Ontario - A Loving Look - a book of photographs and prose compiled by Lorraine Monk for McLellan and Stewart, was sold in most bookstores.
- The large history, Loyal She Remains, was given wide distribution by the United Empire Loyalist Association.
- A booklet, A Guide to Celebrating Ontario's Bicentennial, was available for purchase through the Toronto Historical Society.
- Bicentennial buttons with individual notation to municipality or group were available from a number of button manufacturing firms.

APPENDIX B

- . The Eaton's store in Hamilton had a major Bicentennial promotional display, throughout the summer months, of flags, spoons, ash trays, and jewellery.
- . Dominion stores throughout the province had the opportunity to sell Bicentennial T-shirts, baseball caps, and sun visors. A large display of the material was noticed at the Dominion store in Burlington.
- . Mr. C.F. Elson, Vice-President, Marketing, Parsons-Steiner Canada Ltd., indicated that Bicentennial souvenir spoons were available at 30 stores throughout the province. The locations included: Lambeth, Kingston, Marmora, Pembroke, Sterling, Belleville, Whitby, Orillia, North Bay, Sudbury, Ottawa, Unionville, Winchester, Brantford, Dunnville, Emsdale, Burford, Smiths Falls, Toronto, Elgin, Kenora, Niagara-on-the-Lake, Stouffville, Red Lake, and Ancaster.
- . A Bicentennial cup plate prepared by Pavlovich Place of Hamilton was available at more than 20 shops throughout the province. The firm advised the cup plates were used between 1826 and 1850 to hold the tea cups after pouring the very hot tea into saucers to cool. The cup plates saved soiling the linen or polished tables. This was the fashion of the day. The cup plates were available at shops in Toronto, Ancaster, Oxford Mills, Gananoque, Schomberg, Port Colborne, Mississauga, Peterborough, Ayr, Markville, Niagara-on-the-Lake, London, Caledonia, Tamworth, Keene, Pickering, Thunder Bay, Bowmanville, Picton, and Hamilton.
- . AMK Canadian Souvenirs and Advertising Specialities of Toronto issued a number of Bicentennial souvenir items. Arrangements were made to sell many of these items through distribution points at Ontario Place and at the CNE.
- . Agapeland Ltd. of Scarborough produced a Bicentennial Ontario umbrella that could be purchased through Sears stores in Ontario.
- . Bicentennial gold-plated pins and Bicentennial shell jackets were available for purchase from the government supplies stores in Toronto and throughout the province.

TALL SHIPS

The Lake Ontario Tall Ships Rendezvous 1984, sponsored jointly by the provincial and federal governments and Molson Breweries, brought some 30 vessels to the Great Lakes. These ships were seen by an estimated three million spectators during July and August 1984. Toronto, Kingston and Rochester participated in the rendezvous. Overwhelming crowds in the three cities were a tribute to the majesty of the sailing vessels and to the men and women who sail them.

Following the rendezvous program, many ships remained to participate in the Bicentennial Flotilla.

Bicentennial Flotilla

Between July 21 and August 20, 1984, a Flotilla of Tall Ships visited 18 ports in Lake Ontario, the Welland Canal, Lake Erie, the Detroit and St. Clair Rivers and Lake Huron, as a gift from the Province of Ontario to the people in those towns.

The Bicentennial Flotilla of Tall Ships set sail on July 21, 1984 from Kingston. In the following four weeks, anywhere between two and twelve ships visited Prescott, Picton/South Marysburgh, Cobourg/Port Hope, Oshawa, Oakville, Hamilton, St. Catharines, Welland, Thorold, Port Colborne, Port Dover, Port Stanley, Leamington, Amherstburg, Windsor, Goderich and Sarnia.

Approximately one million spectators watched the ships as they sailed into these Ontario ports. Thousands of people in each of them viewed the parade of sail, while others got a closer look at the ships when they were dockside. Many people had the patience to wait in line and were rewarded with on-board tours.

As a public celebration of the Province of Ontario's 200th birthday, the Bicentennial Flotilla was a success in bringing out the community spirit of the people in each town. "Celebrating Together" became a reality. The people and organizations in each town joined forces to welcome their guests. The summer of 1984 will long be remembered by the people of Ontario as the summer of the Bicentennial Flotilla.

APPENDIX C

The Tall Ships participating in the Flotilla came from Great Britain, the United States, Poland and Canada. Ciudad de Inca (GB), Joana I (Can), Sheila Yeates, Norfolk Rebel and Western Union (US), Gedania and Karolinka (Poland) formed the core of the Flotilla, which at various ports was supplemented with the presence of the Zawisza Czarny (Poland) and the Canadian ships Playfair, Ria K, Secousse II and William Moir.

The following chart compares dates and number of vessels (between brackets) as outlined in an initial letter to the towns, as adjusted in the Captain's Manual on July 18-19 and as actually carried out.

<u>Tentative Locality</u>	<u>Captain's Schedule</u>	<u>Manual</u>	<u>Actual</u>
Kingston	July 21	July 21	July 21
Prescott	July 21-23 (2)	July 22 (2)	July 23 (2)
Picton/South Marysburgh	July 21-23 (2)	July 22 (2)	July 22 (4)
Cobourg	July 23-26 (5)	July 25 (4)	July 25 (3)
Oshawa	July 23-26 (5)	July 25 (4)	July 25 (4)
Oakville	July 26-28 (2)	July 27 (2)	July 27 (3)
Hamilton	July 27-30 (10)	July 28-29 (11)	July 28-29 (12)
St. Catharines	July 30-Aug 1 (10)	July 31 (8)	July 30-31 (7)
Welland/Thorold	-	Aug 1 (4)	Aug 1 (4)
Port Colborne	-	Aug 2 (4)	Aug 1-2 (3)
Port Dover	-	Aug 3-4 (3)	Aug 2-4 (6)
Port Stanley	Aug 4-7 (10)	Aug 5-7 (5)	Aug 5-7 (6)
Leamington	Aug 7-9 (4)	Aug 6 (2)	Aug 6 (2)
Amherstburg	Aug 4-11 (4)	Aug 8-9 (3)	Aug 7-9 (6)
Windsor	Aug 10-13 (10)	Aug 12-13 (7)	Aug 11-13 (7)
Goderich	-	Aug 21 (2)	Aug 16-17 (5)
Sarnia	Aug 13-16 (10)	Aug 19 (4)	Aug 18-19 (6)

Out of a total of 18 stops, only one - Sarnia - suffered a change of more than 24 hours from the initial tentative schedule, due to the inclusion of Goderich. One other port, Prescott, received their visitors a day later than scheduled in the Captain's Manual. Port Dover, Leamington, and Windsor were reached ahead of schedule, as further down the tour, the Flotilla acquired its own pace. Oakville, Hamilton, Port Dover, Amherstburg, Goderich and Sarnia were pleasantly surprised to receive more ships than planned, while Cobourg, St. Catharines and Port Colborne each got one ship less than expected.

It should be noted here, the efforts of Vince Devitt, formerly with the Ministry of Tourism and Recreation and currently the Director of Communications with Citizenship and Culture, were the absolute key to the overall success and visibility of the Bicentennial Flotilla.

THE ROYAL VISIT

The Royal Visit provided an ideal opportunity for Bicentennial visibility through the use of our flags, banners and related material. The following details provide an example of the wide range of Bicentennial visibility achieved during the Royal Visit.

Wednesday, September 26

MORRISBURG	6:40 p.m.	Arrival Crysler Park Marina, Upper Canada Village
		<ul style="list-style-type: none"> • Three multi-coloured banners and six regular-size flags decorated the marina property while some of the yachts in the marina flew small Bicentennial burgees. • Spectators along the route from the marina to the St. Lawrence Parks Commission golf club were provided with hand flags and the golf club walls were decorated with two large Bicentennial banners.

Thursday, September 27

MORRISBURG	9:45 a.m.	Welcome Ceremony, Crysler Park Marina
CORNWALL	11:15 a.m.	Civic Welcome, Civic Complex
		<ul style="list-style-type: none"> • The Civic Complex itself was bedecked with large banners hung along the slope of the roof. Lining the approach to and from the complex, Bicentennial flags flew along with provincial and Canadian flags. Spectators were given hand flags and buttons.
	11:55 a.m.	Unveiling of Bicentennial plaque, Trinity Anglican Church
		<ul style="list-style-type: none"> • Hand flags were distributed to the spectators outside the church.
PRESCOTT	2:45 p.m.	Civic Welcome and Prescott Loyalist Celebration, Fort Wellington
		<ul style="list-style-type: none"> • The Royal Couple arrived by train. The station was decorated with a large Bicentennial banner and people along the route were given flags to wave. Along the main street of Prescott, the Bicentennial multi-colour banners led the way to Fort Wellington where a special military encampment

took place. Flagpoles along the route back to the train station flew Bicentennial flags. Some 3,000 hand flags were distributed in Prescott.

AMHERSTVIEW	5:45 p.m.	Civic Welcome and plaque unveiling for Loyalist Parkway, Loyalist Parkway Gates
	6:00 p.m.	<p>Ontario agricultural community event, Henderson Farm</p> <ul style="list-style-type: none"> • Bicentennial flags around entertainment stage and risers upon which the Junior Farmers' Choir stood while singing the Bicentennial song for the Queen. • 2 Bicentennial flags at main gate pillars. • Bicentennial banners prominently displayed in registration area. • 3,000 Bicentennial balloons, buttons, stickers, hand flags were distributed. • Bicentennial logo on the background of the Queen's stage.
	6:40 p.m.	<p>Performance by Loyal Mohawks of the Bay of Quinte, Fairfield White House</p> <ul style="list-style-type: none"> • Bicentennial flags distributed for use at Fairfield House • Hand flags distributed to spectators.

Friday, September 28

Rest day for Royal Couple on board HMY Britannia
Sailing to Toronto

Saturday, September 29

TORONTO	8:30 a.m.	<p>HMY Britannia enters Port of Toronto through western gap</p> <p>Bicentennial visibility at warehouse 28, Queen's Quay where Britannia will dock:</p> <ul style="list-style-type: none"> • 50 Bicentennial 3 x 6 flags on top of roof at warehouse 28 • 4 Bicentennial multi-coloured street banners on two lamp standards in middle of parade ground • large maple leaf banner on east wall of warehouse 28 - used for Canada Day at Queen's Park
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- 10:35 a.m. Official welcome to the Province of Ontario at Queen's Park and OPP 75th anniversary presentation
- 14 Toronto scouts wearing Bicentennial T-shirts gave out small Bicentennial flags along University Ave. parade route in advance of motorcade (5,000 flags were supplied by Bicentennial office)
- 11:45 a.m. Dedication ceremony, Air Force Memorial (Dundas W. & University)
- small Bicentennial flags were distributed along University Ave. as part of the welcoming parade.
- 7:45 p.m. Royal Salute (Ontario Bicentennial Military Pageant), Exhibition Stadium
- 14 Toronto scouts wearing Bicentennial jackets gave out small Bicentennial flags to the first 10,000 people to attend Royal Salute
 - 2 Bicentennial flags 4 x 9-1/2 were on flagpoles on southwest scoreboard. Scoreboard covered with 4 large logo banners by Exhibition Place officials.
 - Bicentennial logo and reference on printed programs
 - VIP tickets included 4-colour Bicentennial logo; other tickets referred to "Ontario Bicentennial Military Pageant"

Sunday, September 30

- 11:30 a.m. Plaque unveiling for Queen Elizabeth II, Terrace Galleries; viewing of "Georgian Canada" exhibition, Royal Ontario Museum
- Bicentennial banner at front entrance to museum along with two Bicentennial flags (arranged earlier in summer with museum)
- 3:15 p.m. Service of Thanksgiving (multi-faith service of worship), Maple Leaf Gardens
- Bicentennial logo on service program
- 10:30 p.m. Royal Marines Band, Beat Retreat Ceremony, Queen Elizabeth Dock
- Bicentennial flags and banners in place at dockside for Britannia visit

Monday, October 1

WINDSOR	12:05 p.m.	<p>Civic welcome and luncheon, Dieppe Park, Cleary Auditorium</p> <ul style="list-style-type: none">• Bicentennial flags and multi-coloured street banners in place at Civic Centre and Dieppe Park. Bicentennial visibility was put in place in July in anticipation for Royal Visit. Material kept up during the summer for visit of Bicentennial Flotilla of Tall Ships.• City of Windsor officials had 6,000 Bicentennial logo wave flags to give out to children in area of the park and at the two principal slowdown points. Arrangements for distribution made through mayor's office and Councillor John Millson, chairman of the Royal Visit Committee.
BRANTFORD	3:50 p.m.	<p>Visit to Her Majesty's Chapel of the Mohawks and dedication ceremony</p> <ul style="list-style-type: none">• About 1,000 small Bicentennial logo flags were given out to children. Arrangements made with officials of Six Nations Indian Reserve. Supplies sent to City of Brantford in July.• City of Brantford had 25 3 x 6 Bicentennial flags and 10 multi-coloured street banners to put up along the motorcade. Brantford officials arranged for distribution of small Bicentennial logo flags along motorcade route with special emphasis in area of slowdown in front of senior citizens' residence.
TORONTO	8:00 p.m.	<p>Ontario Bicentennial Dinner, Toronto Hilton Harbour Castle</p> <ul style="list-style-type: none">• 50 multi-coloured Bicentennial banners decorated reception room prior to Ontario Bicentennial dinner• 9 Bicentennial 3 x 6 flags displayed behind head table• Bicentennial logo matchbooks at each table setting• Menu included Bicentennial logo• Boy Scouts distributed hand flags to spectators outside the Harbour Castle.

Wednesday, October 3

Rest day for Royal Couple on board HMY Britannia

Thursday, October 4

SUDBURY	12:10 p.m.	<p>Civic welcome and opening ceremony, civic luncheon, Science North</p> <ul style="list-style-type: none"> • 8 Bicentennial logo flags flown at Science North • Town of Garson on parade route from airport to City of Sudbury gave each student a flag to wave (2,000). Also, Town of Garson put up 6 large 4 x 9-1/2 logo banners and 15 Bicentennial 3 x 6 flags on parade route. These flags will remain up for several weeks. • City of Sudbury received supplies for Royal Visit in July and put up 40 Bicentennial 3 x 6 flags throughout city for summer display. Additional 3 x 6 flags and multi-coloured street banners were supplied to give added visibility. • City also received 5,000 small Bicentennial hand flags, 3,000 balloons and 4,000 buttons to give out during Royal Visit. • More than 300 Royal Visit helpers in Garson and Sudbury received Great Moments posters from mayors of Garson and Sudbury as tokens of appreciation.
	2:50 p.m.	<p>Provincial farewells, Sudbury airport</p> <ul style="list-style-type: none"> • Municipal airport used 8 to 10 Bicentennial logo flags (this is one of the few municipal airports of this size in Ontario, therefore the City of Sudbury can direct the placement of flags)

MINISTRY CONTRIBUTIONS TO BICENTENNIAL

Government ministries contributed much to the success of the Bicentennial Celebrations through their own awareness and visibility programs. The following notes are designed to highlight many of the achievements of many of the ministries. The lists are intended to reflect the diverse ideas without presenting an exhausting list of the hundreds of individual ministry Bicentennial programs and projects. Details can be found within the ministries themselves.

Agriculture and Food

- Publication of The Farm - a photograph album of then and now.
- Publication of Life on the Farm - a hand-out booklet of historic information.
- Creation and distribution of a half-hour colour film on Bicentennial farmers.
- Promotion of a Bicentennial quilt contest that attracted about 200 quilters and the winning quilt was given to the Queen.
- Designated a Bicentennial Day at the 1984 International Plowing Match and Farm Machinery Show.
- Preparation and distribution of Bicentennial placemats - more than 150,000.
- The Ministry of Agriculture and Food's television service provided coverage of Bicentennial events and promotion of the concept through regular programming and through feature presentations.
- Radio service produced 170 "Bicentennial" taped announcements which were played through June, July, August and September at Ontario Place Cinesphere prior to the screening of the feature film.

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- Radio stations received radio features including:
 1. Bicentennial Caravan
 2. Bicentennial Stove
 3. Pajot Bicentennial Farm
 4. Agriculture Museum Bicentennial events
 5. Oral history tapes
 6. Queen's visit to Amherstview
 7. Bicentennial Quilt Contest
 8. Bicentennial Book - The Farm
- Publication of The Cook Not Mad as a reprint of Canada's first cookbook.
- Gardening Information Tear-off - 250,000 copies of each of four tear-off garden tips were printed for distribution. Topics included: flowering annuals, vegetable gardens, a listing of home garden fact sheets available from OMAF, and planting a Bicentennial garden (trillium design).
- Ontario in Bloom Competition - 12 communities were involved in special Bicentennial garden competitions sponsored by horticultural societies. OMAF provided winners with a champion plaque bearing the Bicentennial logo.
- Press kits - a home gardener's media kit containing articles on gardening was distributed to daily and weekly newspapers in Ontario. The articles were used in gardening special editions or regular features.
- Home gardening exhibits at shows - OMAF, assisted by horticultural society members and other volunteers, sponsored information displays at the Flower Festival, Home Show and CNE. The displays incorporated a gardening computer program where visitors could get a custom designed garden layout.

Natural Resources

- Wakimi Wailers - this group toured the province singing songs about the history of logging and white pine.
- Quetico 75th anniversary of the Forest Reserve.

- Bicentennial map distribution.
- 200 Years of Lands and Waters history display toured the province.
- Printed Bicentennial posters on 200 Years of Lands and Waters.
- Participation in the Heritage Village Bicentennial Caravan through films and maps.
- Designation of the white pine as Ontario's official tree:
 1. Queen's planting
 2. Bicentennial Arbor Day planting
 3. White pine wood carving to be placed in Legislative Building
 4. White pine booklet and poster distributed
- Special Bicentennial events at provincial parks and recreational areas on Civic Holiday weekend.
- Petroglyphs Provincial Park visitor centre official opening as a Bicentennial project.
- Published the Ontario Geographical Survey special Volume I - Geology and Ore Deposits of the Sudbury Structure. Special Volume II is the Physiography of Southern Ontario. Both volumes are Bicentennial projects.

Tourism and Recreation

- Bicentennial insert to promote 1984 tourism into major newspapers in Ontario and U.S. states bordering Canada. 8 million copies - 3 million in Ontario and 5 million in U.S.
- Availability of an Ontario Bicentennial Float. The float participated in 75 local parades throughout the province during 1984.
- Bicentennial Youth Sport and Fitness Festival.

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- Bicentennial Walking/Jogging Clinics.
- Ontario Place IMAX film called Journey of Discovery.
- Bicentennial Tall Ships Sail Past.
- Rendezvous Fort William Canoe expedition started from Lachine, Quebec.
- Fairfield Historic Park opened at St. Lawrence Parks Commission.
- Ottawa Bicentennial Festival of the Arts.
- Queen's Bicentennial gift called Bicentennial Gardens at Upper Canada Village.

Municipal Affairs and Housing

- Heritage Village Bicentennial Caravan
 - The Heritage Village Bicentennial Caravan was organized by the Ministry of Municipal Affairs and Housing and was an extension of the ministry's Heritage Village Program.
 - The caravan travelled to more than 30 communities across Ontario this past spring and summer to help celebrate the province's 200th birthday. Many small communities recreated their past with fashion shows and skits when the caravan visited their community.
 - The Caravan consisted of a mobile stage, pavilion and cinema tents. Chrysler Canada Inc. was the official supplier of vehicles for the caravan. The fleet included 4 trucks, 2 K-Cars, 2 LeBaron convertibles and a caravan.
 - The historical skits featured local entertainers and performing groups and were part of festivities that include contests, rides, puppet shows and games for children.

- People in each community were invited to help carve the Bicentennial stone, a lasting monument to Ontario's Bicentennial. It is believed that approximately 70,000 Ontarians either chipped or polished the stone under the direction of professional stone mason Robert Brown of Ottawa.
- Inside the pavilion tents one had the opportunity to see local exhibitors, provincial displays and films.
- The caravan was jointly sponsored by:
The Ontario Bicentennial Celebrations
Ministry of Agriculture and Food
Ministry of Citizenship and Culture
Ministry of Education
Ministry of Natural Resources
Ministry of Northern Affairs
Ministry of Tourism and Recreation

Heritage Village Program

- This was an exhibit that toured local fairs. The concept comes from the belief that communities over the past number of years have lost touch with each other, partly because of the invention of television and the fast pace of modern life.
- By using the traditional meeting place of a fair, communities that surround the fair prepared stage performances showing how their history affected their lives and touched the lives of their neighbours. Communities were anxious to show their distinctive identities.
- Communities tell their stories by "old-time council meetings", historical skits, and with dance and choir groups. All participants were volunteers from the local community who helped showcase their community on its particular day at the fair.

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- . In each location, the Ministry of Municipal Affairs and Housing was responsible for staging, lighting, backdrop (old town hall setting) and the sound system. However, each participating community had to be responsible for its own program.

History of Heritage Village

1982	Central Canada Exhibition	Ottawa
1983	Central Canada Exhibiton	Ottawa
	Western Fair	London
	Norfolk County Fair	Simcoe
	Canadian Lakehead Exhibition	Thunder Bay
1984	Central Canada Exhibition	Ottawa
	Western Fair	London
	Norfolk	Simcoe
	Canadian Lakehead Exhibition	Thunder Bay
	Niagara Regional Exhibition	Welland
	Lake of the Woods Bicentennial Jamboree	Kenora
	Canadian National Exhibition	Toronto

It should be noted that 75 communities participated in the Heritage Village Program involving some 15,000 performers.

Education/Colleges and Universities

In addition to the myriad of activities undertaken by local school boards, colleges and universities to celebrate Ontario's Bicentennial, the two ministries were directly involved in funding the following:

- Ontario, An Informal History of the Land and Its People

Dr. Robert Choquette, a distinguished historian at the University of Ottawa, was commissioned to write of the many events and influences that have shaped and directed our way of life in Ontario. This brief, very readable overview was distributed to every elementary and secondary school student in the province and to the colleges and universities.

- Humber College Pageant

A sparkling musical road show, "An Ontario Celebration", featuring 34 talented students from Humber College of Applied Arts and Technology, toured nearly 50 communities in all parts of the province from May through August. This lively entertainment with Ontario themes assisted communities in the Bicentennial celebrations.

- McMaster University Symposium on the History of Ontario

This three-day symposium in Hamilton consisted of workshops, audio-visual presentations and an exhibition of documents and artifacts depicting the social development of Ontario. The project was mounted in cooperation with the Ontario Historical Studies Series, an agency of the Ministry of Citizenship and Culture.

- Student Poetry Contest

More than 3,000 poems from students throughout Ontario were submitted to this contest, and 150 were selected for inclusion in the Bicentennial anthology entitled "Celebration in Two Voices! Celebrons a deux voix!" This was a joint venture with Education 200 and the Ontario Council of Teachers of English.

- Education Week 1984

Many events of this annual week in April featured the Bicentennial; for example, an exhibit was mounted on Ontario's advances in technology for the blind.

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- Student Bicentennial Certificates

Elementary and secondary school students throughout the province were encouraged to make special contributions to the celebration of Ontario's Bicentennial and thereby earn a Bicentennial Certificate.

- Bicentennial Banners and Posters

The Ministry of Education distributed to all elementary and secondary schools in the province the special Bicentennial banner and the poster "Great Moments in Ontario".

- Le Centre franco-ontarien de ressources pédagogiques

With the Ministry of Education grant, the centre mounted a province-wide Bicentennial tour featuring a multi-media presentation on the francophone contribution to education in Ontario.

- Student Parliament

To celebrate the Bicentennial, the Ontario Secondary School Students' Association received a grant to stage a Student Parliament, occupying the Legislature for a day in May.

- Education 200

Together with the Ontario Teachers' Federation and the Association of Education Administrative Officials, the Ministry of Education funded this secretariat. It has undertaken jointly with other organizations many Bicentennial projects, including a television production.

- Brock University Playback 200 Theatre Festival

The Ontario Bicentennial History School Theatre Festival was hosted in St. Catharines. A ministry of Colleges and Universities grant assisted Brock University to organize this festival of original plays by students on themes of historical events in Ontario.

- Toronto Home and School Exhibit

The Toronto Council of Home and School Community Associations was enabled, through a grant from MOE, to mount a history of its work and exhibit it at the Market Gallery during Education Week 1984.

Transportation and Communications

- Publication of a booklet entitled "Footpaths to Freeways" outlining the history of transportation in Ontario from Indian trails and waterways to controlled access highways - distribution 20,000.
- Erection of the gateway on Highway 33 and renaming of that highway to the Loyalist Parkway to commemorate the arrival of the United Empire Loyalists in Upper Canada.
- A travelling exhibit of historical artifacts and photos including an audio-visual presentation in MTC's trailers which visited communities and fall fairs across Ontario.
- Supplied a specially-equipped trailer to the Bicentennial Jamboree at Queen's Park.
- Design of a special cover for Ontario's road map to celebrate the Bicentennial.
- Distributed more than 75,000 Bicentennial key chains to the public at displays, exhibits and major events during the year.

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- . Printed Bicentennial logo on all outgoing envelopes, ministry letterhead and press release letterhead.

Citizenship and Culture

- . Ontario's Bicentennial Showcase: A multi-media family entertainment telling some of Ontario's history in dance and music as it toured 26 communities during July and August.
- . Georgian Canada: Conflict and Culture: This exhibition, the first major show put together by the Royal Ontario Museum since its reopening after renovations, traced the English and American influences on the decorative arts in Canada between 1760 and 1830.
- . Black Heritage Celebration: Aided by a grant of \$80,000 from the Cabinet Committee on the Bicentennial, this pageant celebrating black history in Ontario was performed live in the Windsor and Toronto areas.
- . Native Art Touring Exhibit: The Centre for Native Art in Thunder Bay circulated this show of jury-selected works throughout Ontario with the assistance of a \$39,000 grant from the Cabinet Committee on the Bicentennial.
- . Native People's Festival of the Arts: Preparations among the Native Cultural Centres across the province resulted in this event on Manitoulin Island in early August, with theatre, crafts, music, quill work and a symposium on communications for using the agenda.

POSITIVE PUBLIC COMMENT

This section highlights a number of newspaper clippings that arrived at the Bicentennial office which demonstrate the success of the celebrations at the local level.

Source: Windsor Star, July 16, 1984

LEAMINGTON - Truckloads of tomatoes made their way south down Erie Street Saturday, followed by a brigade of marching bands, ethnic dancers, clowns and dancing tomatoes. After almost 30 years on the back shelf, the Leamington Tomato Festival has come out of retirement and this weekend was red, ripe and ready for crowds that exceeded organizers' expectations.

The town - known as The Tomato Capital of Canada - attracted close to 15,000 people to the three-day event. "This year's festival was dubbed the Leamington Bicentennial Tomato Festival, because, we didn't have a dime to start with," said Bob Settingington, chairman of the festival committee. The 15-member committee budgeted \$3,500 and obtained a Bicentennial grant to cover the costs.

Source: Sarnia Observer, Canadian Press Story, July 7, 1984

Because of the Bicentennial hooplah, many heading for Ontario this summer have a target in mind. But some will find that a jog off the highway into a small city, town or hamlet 200 years old or more can add much to the trip. In a way big cities are incapable of, these places of character and gentle charm can give an insight into the province and its people.

Alongside roads are some of Ontario's sturdy stone or brick century-old houses -- and perhaps a two-century one. Towns boast not only substantial brick homes but grand city halls, old churches, and gracious courthouses. On streets shaded by ancient hardwoods are homes with bay windows, turrets, and gables.

Source: St. Thomas Times-Journal, July 9, 1984

UNION - Residents here celebrated Ontario's first 200 years by holding a rip-roaring parade and a school bell dedication Saturday which drew close to 200 spectators and participants. The Plains-Dexter-Union parade started with a snort and a bang, led by Union resident Ted Marlatt's beautifully restored 1923 25-horsepower white traction steam engine, casting magnificent clouds of smoke and frightening some with its resident blast of air.

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Source: Kingston Whig-Standard, August 22, 1984

OTTAWA - This year's Super-Ex at Lansdowne Park in Ottawa is destined to be the best ever. The Province of Ontario's Bicentennial birthday party will be the theme for the 1984 exhibition, providing visitors with a once-in-a-lifetime opportunity to participate in a spectacular celebration line-up of special attractions, entertainment, and events.

Source: The Belleville Intelligencer, August 13, 1984

FRANKFORT - Local politicians have never claimed to be able to walk on water - and they proved it here Saturday.

Organizers are saying they want the ceremonial fording of the Trent River to become an annual event, but the dignitaries are hoping they learn to build a better raft first.

It looked like it was to be a wet ride as about 10 local politicians boarded the raft to be pulled across the river as part of the village's Bicentennial program.

The ceremonial fording of the river was the kick-off for a day of Bicentennial celebration in the village.

There is a definite possibility that the event will become an annual one.

Source: The Orangeville Banner, Orangeville, August 8, 1984

GRAND VALLEY - The Grand Valley Bicentennial parade was a smashing success.

The parade which wound its way through Grand Valley streets for more than an hour Saturday afternoon featured about 50 entries including floats, antique cars, marching bands, a steam engine, and walking Muppet characters, among other things.

Source: Northern Daily News, Kirkland Lake, August 10, 1984

NEW LISKEARD - There were kudos this week for everyone involved with the New Liskeard Bicentennial celebrations last month, but mostly for councillor Jim Moore.

Each town councillor and Mayor Charles Caldwell expressed appreciation to Moore Tuesday for his work as Bicentennial Coordinator.

Moore was responsible for much of the organization and operation of the three-day celebration. It attracted record numbers of people into downtown which was closed to traffic.

As an example of the tourists and residents who took part, Moore said about 4,000 people went through the two Royal Ontario Museum mobiles that were on hand.

Source: Pembroke Advertiser-News, Pembroke, August 8, 1984

A show, the likes of which we will probably never see again in Pembroke, is about the best way I know to describe the Bicentennial Showcase that was in Pembroke last Wednesday night.

The approximately 750 people who attended the show for \$3 a shot can be nothing but pleased with what they got for their money. The rest of the people around here who didn't see the show definitely missed a night to remember.

The Showcase, brought to Pembroke by the city's Bicentennial committee, featured a variety of Canadian performers in a package put together to celebrate our province's Bicentennial.

Needless to say, I was both surprised and pleased when after only a few minutes into the evening I realized Showcase was going to be a real treat. Since that time I have heard nothing but praise for the show and performers by people directly involved in bringing it to Pembroke and by the people who made up the audience.

Source: Windsor Star, Windsor, July 16

It is just about time that these carping critics of the Bicentennial - editorial writers and columnists alike - realized that their cynical, belittling attitudes are totally repudiated by many of us who are delighted that the Ontario government decided to celebrate this year the 200th anniversary of the coming of the United Empire Loyalists.

Let's recognize the Bicentennial for what it is - a celebration of the historical fact that in 1784 a major influx of more than 6,000 multi-racial but English-speaking immigrants, united in their loyalty to the Crown, came to settle here and put down a lasting foundation in the province we now call Ontario.

In contrast, however, superficial and spurious are the objections put forward by those opposed to the Bicentennial!

So Star Toronto reporter John Coleman considers the decorations at Queen's Park "tacky". What's wrong with having a few flags, banners, flower-beds, or white pines symbolic of Ontario at a time of celebration? Wouldn't you expect a bit of colour and gaiety?

(Article signed by G.M. Overholt, Amherstburg Bicentennial Committee)

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Source: The Trenton Trentonian, Trenton, August 8, 1984
Editorial entitled "Profit and Promotion"

Ontario's Bicentennial year is proving to have many positive aspects. Initially, it can be seen as a great morale booster for residents of the province - a pat on the back for 200 years of hard work for mutual prosperity.

But there is another beneficial aspect to an event like a Bicentennial year. It brings out the tourists in droves, and that means increased profits spread evenly over retailers and services in many communities.

MATERIAL DISTRIBUTION

The attitude of the staff throughout the Bicentennial was that the word "no" did not exist in their vocabulary -- only variations of the word "yes". Every attempt was made to ascertain the needs for material to ensure that adequate supplies were delivered while at the same time assuring a wide distribution of the material.

Requests for supplies were wide-ranging. The following notes are used to demonstrate the variety of the many hundreds of requests received during the year at the Bicentennial office.

- The Orillia Travelways Junior Hockey Team won the all-Ontario championship and represented Ontario at the National Championship Tournament at Weybourne, Saskatchewan in May 1984. The team asked for a number of small souvenir flags and buttons to be give to the opponents during the tournament games.
- Bicentennial flags to the Toronto Harbour Commission for use throughout the year.
- Small flags, stickers and buttons to the City of Kingston for a Bicentennial event in May.
- A number of Bicentennial flags to the Drum Corps International in Hamilton for use at the Drum Corps International Canadian Championships.
- The Whitby Boy Scouts requested one 3 x 6 flag for use at their summer camp.
- Bicentennial buttons and stickers were distributed throughout the summer at the Royal Ontario Museum.
- Bicentennial flags and buttons along with information folders to the Ontario Business Improvement Area Association for its meeting at the Westbury Hotel in April. Representatives attended the conference from various towns throughout the province.
- Thousands of Bicentennial buttons, stickers and promotional brochures dealing with the Bicentennial to the Office of the Speaker for distribution to tourists visiting the Legislative Building during the summer months.
- 5,000 Bicentennial buttons to the Fort Erie Raceway for a Bicentennial weekend race. The Fort Erie Raceway was also provided with Bicentennial flags for use throughout the race season.

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- A package of Bicentennial buttons to the Waterloo Field Hockey Team for distribution on their trip to Ireland.
- The Ministry of Intergovernmental Affairs was provided with Bicentennial material and banners for use at Ontario Week in Quebec. A special display was set up for visitors and shoppers at the Laurier Plaza Mall in Quebec City.
- Bicentennial flags and banners to the Markham Outdoor Living Show in May.
- 50 Bicentennial buttons and 200 local stickers were provided to the Girl Guide Pathfinders of Huntsville, who were participating in a trip to Mexico.
- A supply of Bicentennial buttons to the vice-president of the Ontario Secondary School Teachers' Federation for distribution at the Canadian Education Association Conference in Banff.
- Bicentennial buttons and information pamphlets along with Bicentennial posters to the Warkworth Jaycees at Campbellford, Ontario in order to promote Bicentennial in the area.
- Bicentennial flags, banners, stickers and buttons to the Scarborough Board of Education for use at the summer music camp.
- A Bicentennial flag to the Royal Canadian Legion Branch 344 on Lakeshore Blvd. for use on the flagpole throughout 1984.
- 2,000 buttons, 1,500 flags, 2,000 stickers, and 2,000 balloons to the organizers of the Caribana parade, Saturday, August 4, in Toronto. The material was handed out along the parade route.
- Bicentennial buttons to the Hastings County Women's Institute for use at the 1984 provincial fall conference.
- 4" and 7-1/2" Bicentennial bumper stickers to the Cornwall Police Department for use on their police cars.
- Small Bicentennial flags, badges and balloons to the Wanderlanders chapter of the Canadian Mobile Home Club for use at a camping program at Midland in August.
- Bicentennial flags and shell jackets to the Ontario Sailing Association and used by the Ontario Sailing Team in the Challenge Labatt's Canada race against nine other provinces. The race was between Toronto and Charlottetown.
- Bicentennial buttons and a flag to the South Oxford District Women's Institute for their Tweedsmuir Tea involving 17 institutes during the first part of October.
- Bicentennial flags, buttons, stickers and pennants to the City of Sudbury for use at their gala Bicentennial event at Marina Park on August 6.

- A Bicentennial flag along with promotional stickers and buttons to radio station CHMO at Moosonee. The radio station is a 100 per cent voluntary radio station serving the James Bay region. William J.C. Sleaver, President and Station Manager, advised the Bicentennial office that the station appreciated the news releases on Ontario's Bicentennial year.
- A request was received from the Cochrane Board of Trade for 4 Bicentennial flags for use as promotions throughout the year.
- Supplies of Bicentennial buttons and stickers along with Great Moments posters to the special activities committee for the 50th anniversary of the Canadian Pony Club/International Invitational Show Jumping Championships in Toronto. Riders and coaches participated from a variety of countries.
- Bicentennial buttons, balloons and stickers to the Chatsworth Bicentennial celebrations for use at their Bicentennial parade.
- 600 buttons, souvenir flags and stickers were provided to games coordinators for the Canadian Special Olympics held in Toronto in July. Two large banners were also provided for use during the march-past at the Leaside Memorial Gardens.
- Bicentennial buttons to the London Youth Soccer Club for distribution during the Henderson Tournament.
- A Bicentennial flag along with a quantity of buttons to the Salford Bicentennial Committee, Salford, Ontario.
- Bicentennial flags, buttons and stickers to the Greenwood Race Track for the Ontario Jockey Club Salute to the Ontario Bicentennial.
- The Summer Youth Program, Town of Vaughan received buttons, flags and pins for distribution to promote Bicentennial.
- A Bicentennial flag to the Rotary Club of Ann Arbor, Michigan, to give to Mr. R.J. Pearce, District Governor of Chatham, during the visit to the Ann Arbor Rotary Club meeting. A number of Bicentennial buttons were also supplied.
- Bicentennial buttons and stickers to the White Lake Provincial Park near White River, Ontario, for use in the numerous Visitor Services programs throughout the summer. The programs included such events as sand castle building and canoe races. White Lake's Bicentennial celebrations took place August 1 - 6.
- Large banners and promotional buttons and stickers to the Cullen Country Barns at Milliken, Ontario, for use at the Bicentennial in Bloom Banquet.
- The Theatres Branch of the Ministry of Consumer and Commercial Relations used Bicentennial buttons and stickers for promotional items to delegates attending the International Film Regulators Conference.
- Bicentennial promotional material, buttons, matches and small table flags, to the Ontario Government Quarter Century Club for use at the banquets throughout the province to honour new members of the Quarter Century Club.

FINANCE AND ADMINISTRATION

A firm and knowledgeable control of the budget for the Bicentennial operations was stressed throughout the Bicentennial program. While the total budget of the Bicentennial operation was approximately \$10 million, much of the money was allocated directly to municipalities, projects or special interest groups. For example, almost \$2 million was provided by way of grants to approximately 800 municipalities through the Ministry of Municipal Affairs and Housing community celebration grants. Also, another \$2 million was provided by way of transfer grants to projects approved by the Cabinet Committee on the Bicentennial. Details of these projects are provided in Appendix I.

The financial management strategy for the Bicentennial funds was established in a budget calendarization/forecast exercise. Standard classifications for salary and wages, benefits, transportation and communications, services, supplies and equipment, and transfer grants provided a month-by-month allocation of the budget. This allocation exercise allowed the Bicentennial office to determine the appropriate use of the money on a planned expenditure base to December 31, 1984. Regular checks were made of actual expenditures based on the calendarization/forecast estimates to determine the financial "health" of the budget at any time.

For example, the calendarization budget forecast to July 1984 was \$1,764,900, while actual expenditures to the end of July were \$1,461,667, leaving a surplus of \$303,232 of direct operating expenses. This represented an approximately 17% under-expenditure or "safety factor". A similar calendarization exercise conducted at the end of September of direct operating expenditures showed a calendarization budget of \$2,365,200 with actual expenditure to September 1984 of \$2,010,173 with a surplus position of \$355,027. Again, the under-expenditure at this point was 15% compared with the 17% at the end of July. This under-expenditure was somewhat inflated at the time due to a late arrival of certain accounts and journal entries from other ministries. A similar decrease was noted at the end of November with an underexpenditure of about six per cent. A similar decrease was noted at the end of November with an underexpenditure of about six per cent.

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These tests of actual expenditure against the budget calendarization provided an ideal opportunity for the management of the Bicentennial office to keep an accurate watch on the use of the Bicentennial budget. The surplus provided an ideal mechanism to provide for new ideas and projects to continue Bicentennial visibility and promote awareness.

The Social Policy Secretariat administration office utilized a microcomputer to detail the actual expenditures when approved for processing. Accordingly, there is a detailed record of all the financial transactions associated with the Bicentennial office.

Firm, constant, and accurate control of the Bicentennial budget was necessary to provide information in terms of implementation of new programs and strategies which were not previously planned or budgeted. It is at this point where the work of the financial and administrative section of the Bicentennial office was important in order that ongoing adjustments could be made as ideas were put forward.

Two examples can be used to demonstrate the attitude of Robert Whitelaw and the built-in flexibility within the Bicentennial office to achieve objectives while constraining funds. First, there was a decision to demonstrate in a visual way the many hundreds of newspaper clippings that the Bicentennial received each month. An outside proposal was solicited and received to mount the newspaper clippings in the basement of the Legislature of approximately \$16,000.

As an alternative, it was suggested that Toronto art students from a high school could do this work. Arrangements were quickly made and the job completed at a cost of approximately \$300 for materials and dinner for the students and their guest.

A second major savings involved arranging to provide an audio tape of the daily "Great Moments" for use prior to each showing of the IMAX film at Ontario Place. Again an estimate was submitted of approximately \$14,500 for talent, recording time, and editing. A number of alternatives were explored and arrangements were made through the Communications Branch of the Ministry of Agriculture and Food to record the tapes at their Guelph studio.

We estimated a cost of approximately \$1,000 for the time and materials, however, the Ministry of Agriculture and Food decided to absorb these costs. Two examples of many which allowed expenditures of funds in a productive, conscientious and effective manner.

In summary, the 1984 Bicentennial cost approximately \$10.6 million spread over two years. This represents \$1.25 to \$1.50 per capita. By way of related costs, the Alberta 1980 75th anniversary costs were approximately \$75 million, or \$36.50 per capita, based on \$1 million for each of the 75 years. In 1980 Saskatchewan held a 75th anniversary and costs were estimated at \$7 per capita. In 1984 the New Brunswick Bicentennial per capita cost totaled some \$5-6 million.

<u>PROVINCIAL INITIATIVES</u>	<u>F 1983/84</u>	<u>F 1984/85</u>	<u>TOTAL</u>
Awards & Additional	\$ 50.0	\$ 120.0	\$ 170.0
'History of Ontario'	875.0	-	875.0
Events Information System	50.0	-	50.0
Loyalist Parkway Gates	1.5	-	1.5
Humber College Pageant	34.7	265.3	300.0
Community Celebration Grants & Additional	1,898.3	28.8	1,927.1
Old Fort William Canoe Brigades and Extension	69.5	76.5	146.0
Heritage Village Program	-	100.0	100.0
Performing Arts Tour	490.0	825.0	1,315.0
Bicentennial Float & Additional	50.0	95.0	145.0
McMaster History Symposium	-	24.0	24.0
Native Art Touring Exhibit	10.0	29.0	39.0
CJRT Celebration Concert	-	5.0	5.0
RBG Trillium Booklet	5.0	-	5.0
Franco-Ontarian Touring A/V Show	15.0	24.0	39.0
Celebrations in Provincial Parks	16.0	41.5	57.5
Education 200 Poetry Contest	-	8.3	8.3
Shaw Festival Special Opening	-	2.0	2.0
Parliament Building Decorations & Additional	8.0	112.0	120.0
Canadian Children's Opera Chorus Tour	-	2.0	2.0
Ontario Crafts Council Marketing Initiative	-	3.5	3.5
Playback 200 Theatre Festival	-	5.0	5.0
Quinte Dance Centre	-	2.0	2.0
Education 200 TV Production	-	20.0	20.0
Heritage Village on Tour	-	300.0	300.0
Ontario Trail Riders	-	25.0	25.0
Ontario Youth Concert Band & Additional	-	39.2	39.2
Education 200 Administration	-	10.0	10.0
Scout-Guide Ecology Day Crests	-	59.1	59.1
Municipal Police Kits	-	5.0	5.0
RBG '7 Days in May' Festival	-	5.0	5.0
Young Peoples Party at Black Creek	-	11.3	11.3
OPP Golden Helmets/Band Tour	-	23.0	23.0
Metro Caravan July 1 'Heroes' Day'	-	50.0	50.0
Native Peoples Festival of the Arts & Additional	-	151.2	151.2
Toronto Home and School Exhibit	-	.9	.9
Legislative Building Summer Student Program	-	7.0	7.0
Loyalist Parkway Landscaping	-	10.0	10.0
Tall Ships including Kingston	-	275.0	275.0
Theme Music Support	-	50.0	50.0
Decorate Ontario	-	75.0	75.0
Bicentennial Harvest	-	75.0	75.0
Ontario Science Circus Tour	-	68.0	68.0
Lake of the Woods Touring Jamboree	-	50.0	50.0
Old Fort Henry Guard Tour	-	50.0	50.0
International Plowing Match	-	25.0	25.0
'Ontario in Bloom'	-	10.0	10.0
Oral History and Educational Initiatives	-	130.0	130.0
Smiths Falls Stagecoach	-	3.0	3.0
Black Heritage Celebration	-	80.0	80.0
Ste. Marie Descendants Reunion	-	4.4	4.4
Ottawa Festival of the Arts	-	18.7	18.7
Queen's Park Bandstand	-	43.0	43.0
Niagara-Kenora Twinning Project	-	6.3	6.3
Bicentennial Menu Placemats	-	8.5	8.5
Provincial Initiatives Subtotal	\$3,573.0	\$3,457.5	\$7,030.5

FINANCIAL AND ADMINISTRATIVE SOURCES

Financial and administrative files, along with the working files of the Bicentennial Commission and project office, were sent to the Central Record Keeping services of the Ministry of Government Services.

Other ministry files contain additional information with the following highlights of significant events.

1. Ministry of Citizenship and Culture - Records of the area coordinators.
2. Social Policy Secretariat - Records of a support nature for decentralization of financial transactions, purchase orders, and related expenses to the Bicentennial celebrations.
3. Ministry of Industry and Trade - Records of many purchases for decorative supplies where price savings were achieved through large purchases. Records associated with the program to permit commercial use of the Bicentennial logo.
4. Ministry of Government Services - Information on the Decorate Ontario program with particular reference to the flags, banners and bandshell at Queen's Park. Information regarding Harvest Festival set-up.
5. Ministry of Agriculture and Food - Information about the Harvest Festival entertainment and activities.
6. Ministry of Tourism and Recreation - Information about the use of the Bicentennial float and the special newspaper supplement to promote Ontario tourism during Bicentennial.

TRACKING STUDY

CALCULATIONS

Questions

1. Are you aware that 1984 is Ontario's Bicentennial year?
(yes)
(no)
(OK/Refused)

2. Did you take or do you plan to take any same-day or overnight pleasure trips to Ontario as a result of the Bicentennial which you had not originally planned to take?

(yes) - Would that be a same-day or overnight trip or both?

Findings

- A Nearly 9 out of every 10 Ontarians (89%) are aware that Ontario is celebrating its Bicentennial this year. About 14% of those people who are aware of Ontario's Bicentennial expect to take at least one same-day or overnight pleasure trip as a result of the Bicentennial which they had not originally planned to take. This 14% breaks down as follows:
- . 8% said they would be taking an overnight trip
 - . 4% indicated that they would be taking a same-day trip
 - . 2% said that they will be making both same-day and overnight trips
- B Nearly 3 out of every 10 (28%) Americans are aware that Ontario is celebrating its Bicentennial this year.
- About 9% of those aware of Bicentennial plan to take a same-day or overnight trip to the province as a result of Bicentennial. This 9% breaks down as follows:
- . 5% plan to take an overnight trip
 - . 3% will make a same-day trip
 - . just under 1% will take both a same-day and overnight trip

APPLICATION OF ABOVE FINDINGS
TO ECONOMIC IMPACT
BY USE OF HOUSEHOLDS, TRIPS AND
AVERAGE EXPENDITURES PER TRIP

1. Ontario Households

- 1,000 households would take 123 trips
- Therefore, 3,374,471 (total Ontario households) would generate 415,060 trips
- Per study, % of total sample by length of stay was:

same-day	3.7	(30.1)
1 or more nights	7.1	(57.7)
both same-day and		
1 or more nights	<u>1.5</u>	<u>(12.2)</u>
	12.3%	(100.0%)

Therefore, distribution of total person-trips is:

	<u># Trips</u> x	<u>No. of persons</u> <u>per trip (1.86)</u>	= <u>No. of</u> <u>person-trips</u>
same-day	124,933		232,375
1 or more nights	239,490		445,452
both same-day ¹	17,368		32,305
1 or more nights	<u>33,269</u>		<u>61,880</u>
	415,060		<u>772,012</u>

- Total incremental tourism revenue:

	<u>#</u>		<u>est. average²</u> <u>expenditure(1983)</u>	
same-day	232,375	x	\$24.89	= \$5,783,814
1 or more nights	445,452	x	71.13	= 31,685,001
both same-day	32,305	x	24.89	= 804,071
1 or more nights	61,880	x	71.13	= <u>4,401,524</u>
				<u>42,674,410</u>

- From 1982 Economic Impact of Tourism in Ontario and Regions (MTR), every one dollar of tourism revenue generates 15¢ in provincial taxes.

Therefore, \$42,674,410 generated **\$6.4 million** in provincial taxes.

¹ Derived from ratio of same day: 1 or more night of 3.7:7.1
² Average expenditures for 1982 were: same day \$23.68, 1 or more nights \$67.68 (Ontario Travel Survey, MTR, 1982). These were inflated by 5.1% (see Marketing Statistics Book) to estimate average for 1983.

- 1,000 households would take 25 trips

Therefore, 6,315,000¹ (total households) would generate 157,875 trips.

- Per study, % of total sample, by length of stay was:

same day	0.8	(32.0)
1 or more nights	1.6	(64.0)
Both same day and		
1 or more nights	<u>0.1</u>	<u>(4.0)</u>
	2.5	(100.0)

Therefore, distribution of total person-trips is:

	<u># Trips</u>	x	<u>No. of persons per trip (2.3)</u>	=	<u>No. of person-trips</u>
same day	50,520				116,196
1 or more nights	101,040				232,392
Both same day and	2,103				4,837
1 or more nights	<u>4,212</u>				<u>9,688</u>
	157,875				363,113

- Total incremental tourism revenue:

	<u>#</u>		<u>Est. Average³ Expenditure (1983)</u>	=	
same day	116,196	x	\$ 15.15	=	\$1,760,369
1 or more nights	232,392	x	166.13	=	38,607,283
Both same day and	4,837	x	15.15	=	73,281
1 or more nights	<u>9,688</u>	x	166.13	=	<u>1,609,467</u>
	363,113				\$42,050,400

- Total Provincial Taxes Generated

(\$42,050,400 x .15) = **\$6.3 million**

¹ Assumed no change in no. of households showing for 1980 (U.S. Statistical Abstract, 1982/83)
² Derived from ratio of same day: 1 or more nights of 0.8:1.6
³ Preliminary only (see Marketing Statistics Book Annual Update, Feb. 1983/84)

MEETINGS OF THE ONTARIO BICENTENNIAL ADVISORY COMMISSION

The meetings of the Commission throughout the province were used to draw local attention to the Bicentennial. Although Commission meetings themselves were closed, in each municipality Commission members and Mrs. Birch met the media, local municipal and Bicentennial officials, and often considered local project proposals.

<u>Date</u>	<u>Location</u>
March 11, 1983	Toronto (Queen's Park)
May 3, 1983	Ottawa (National Arts Centre)
June 6, 1983	Stratford (City Hall)
August 25, 1983	Sudbury (City Hall)
October 28-29, 1983	Kingston (City Hall)
January 11, 1984	Windsor (Willistead Manor)
April 3, 1984	Cornwall (Civic Complex)
July 5, 1984	Kenora (Holiday Inn)
December 13, 1984	Toronto (L'Hotel)

ONTARIO BICENTENNIAL ADVISORY COMMISSION

GELBER, Arthur (Toronto)
Chairman

BATA, Sonja (Toronto)
Vice Chairman

ADAMSON, Anthony (Toronto)

ARMSTRONG, Kenneth (Peterborough)

ATKINS, Jeanette (Moose Creek)

BEAZER, Kathy (Bath)

BIGELOW, Jane (London)

BRADSHAW, John (Toronto)

BRADSHAW, William (Petrolia)

BURKE, Mavis (Toronto)

BURNETT, Suzanne (St. Catharines)

CHALMERS, Joan (Toronto)

CHECKERIS, Ernie (Sudbury)

CLIPPINGDALE, Richard (Ottawa)

CREIGHTON, Douglas (Toronto)

DUGGAN, Mark (Kenora)

ELLIOTT, Robbins (Ottawa)

FAIRCLOUGH, Ellen (Hamilton)

FOX, Mary Lou (Manitoulin Island)

GARRICK, David (Toronto)

GERVAIS, Gaetan (Sudbury)

GILLIES, John (Toronto)

HENDERSON, Florence (Toronto)

HENDERSON, Lyman (Woodbridge)

HIEPLEH, Janet (Springfield)

HILL, Dayna (Ohsweken)

JOHNSTON, James (Cobourg)

KLEIMAN, Gerald (London)

LAWRENCE, Bert (Ottawa)

LEGGE, Bruce (Toronto)

LONGMAN, Jack (Windsor)

MAPLEDORAM, Robert (Thunder Bay)

McEACHREN, Frank (Toronto)

MILOVANOV, Zora (Hamilton)

MONTGOMERY, Keith (Bracebridge)

MORRIS, Robin (Prescott)

OSTROSKI, Jack (Sault Ste. Marie)

ROGERS, Jack (Kingston)

ROHMER, Richard (Toronto)

SMITH, Gordon (Orillia)

SMITH, Robert (Niagara-on-the-Lake)

WILL, Drake (Willowdale)

WISE, Sydney (Ottawa)

BEST, Norman (Mississauga)
Executive Director

O'DWYER, Colleen (Toronto)
Special Projects Officer

NICHOLS, Marguerite (Toronto)
Secretary

HISTORICAL SOCIETY QUESTIONNAIRE

As 1984 drew to a close, the Ontario Historical Society sent its member organizations and institutions a questionnaire about the Bicentennial and its effect on their programs and projects, asking such questions as:

In your opinion, will the Bicentennial have a lasting effect on your organization, institution or community? If yes, please describe.

and

Describe any areas of cooperation that developed with other organizations, institutions or communities.

About 50% of those surveyed responded to the questionnaire giving some insight into the changing cultural life in their communities. They described new books, cemetery studies, exhibits, displays, audio-visual displays, school programmes, plaques, parades, models of historic buildings in the community, carnivals, and many more.

Very few of those reporting received funding for their programmes and projects, but developed them with their own resources.

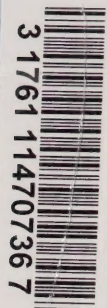
Positive reactions were expressed as follows:

- . There was increased attendance at museums and heritage events.
- . We detect an increasing interest in local and family history in this area of Ontario.
- . The Bicentennial made our members much more aware of the historical heritage of the province and developed more interest in communities beyond our own county border.
- . Researchers became aware of the valuable material available in the archives. Some of the younger generation had their eyes opened in the varied programs they attended and took part in this Bicentennial year.

- . Part of our participation was the displaying of historical material - books, papers, records, pictures, clothing, etc., as well as historical essays and displays by elementary school children - projects sponsored by our Society.
- . Our museum will be an ongoing attraction. It is becoming an activity centre, not only historically, but socially.
- . Our museum is a part of the Cultural Centre. It is very well attended.
- . (Bicentennial) promoted general popular awareness of heritage in general, as did the 1967 centennial celebrations.
- . Extensive media coverage brought much attention to our town. People came from other places just to see our opera house.
- . The three Bicentennial events were so successful that the general consensus in town is that we should repeat all three every year from now on.
- . The nicest thing to come out of this celebration was the feeling of community ... people working together toward a common goal.

TYPICAL PAGE FROM THE BICENTENNIAL EVENTS CALENDAR

- Aug. 18/Newcastle:** Bicentennial Arts & Crafts Show. Marian Veinot: (416) 623-2734.
- Aug. 18/Niagara Falls:** Peach Festival events at Sylvia Place Market. Paisley Janvary: (416) 356-2540.
- Aug. 18/Oakville:** Old Timers Game at Oakville Cricket Club. Susan Clark: (416) 845-6601.
- Aug. 18/Sauble Beach:** Great Canadian Beach Run with races all day on Sandy Beach. Info: (519) 422-1262.
- Aug. 18/Sioux Narrows:** Bicentennial dance and family outing with a Bicentennial flag-raising ceremony, park opening, and community get-together. Mary Mysyk: (807) 226-5241.
- Aug. 18/Sprucedale:** Bicentennial BBQ and Dance. Mr. R. Gibb: (705) 685-7901.
- Aug. 18/Sudbury:** Beaton Classic – Sudbury fitness challenge with running, bicycling, swimming, and canoe races. Paul Brokenshire: (705) 674-3141.
- Aug. 18/Thornton:** Cornfest – bingo, craft show, dance, beer garden. Mike Webb: (705) 458-9679.
- Aug. 18/Timmins:** Bicentennial Car Rally. Zlatko Jezic: (705) 264-1331.
- Aug. 18/Wingham:** Jogging and walking clinic, including training program, information on safe techniques, and tips on appropriate footwear and attire. Rennie Alexander: (519) 357-1208.
- Aug. 18/Woodbridge:** Land of the Silverbirch – a musical performance based on Ontario's history, for children of all ages at public library.
- Aug. 18-19/Bancroft:** 4 × 4 Challenge – a dragracing event on Lower Faraday Road. June Tink: (613) 332-1513.
- Aug. 18-19/Bellefonte:** Italian Festival Weekend – carnivals and celebrations at Italo-Canadian Quinte Club. Julia Ashberry: (613) 962-4597.
- Aug. 18-19/Berkeley Twp:** Pioneer Days – costume contest, antique tool & machine display. Rick Thompson: (705) 454-1282.
- Aug. 18-19/Brighton:** Flower/Antique and Craft Show and Sale. Edna Cameron: (613) 475-2894.
- Aug. 19/Arrowhead Prov. Park:** Jogging and walking clinic, including training program, information on safe techniques, and tips on appropriate footwear and attire.
- Aug. 19/Athol Twp:** Bicentennial Ball, parade, fair. Patricia Da Silva: (613) 476-6709.
- Aug. 19/Aylmer:** Bicentennial arts and crafts show including displays from local artists, the London Arts & Crafts Association, the Fanshawe Pioneer Village (wool dying and spinning), and period costume. Cathy Wintermutz: (519) 773-9037.
- Aug. 19/Aylmer:** Bicentennial church service with Salvation Army Band, special invitations to seniors in community, tea and cookies. Pat Zimmer: (519) 773-9723.
- Aug. 19/Baddow:** Baddow Baptist Church Bicentennial service. Sue Douglas: (705) 454-3597.
- Aug. 19/Bayfield:** Sunset ecumenical service at Pioneer Park. Mrs. Helen Owen: (519) 565-2455.
- Aug. 19/Bracebridge:** Music at the Bandstand in Memorial Park at 3 pm. Pat Malone: (705) 645-5264.
- Aug. 19/Brantford:** Bicentennial band concert at Victoria Park. Info: (519) 756-1500.
- Aug. 19/Cumberland:** A bilingual Bicentennial play with sketches on pioneer life, Louis Riel, and local history. Alex McCanney: (613) 824-7458.
- Aug. 19/Dummer:** Bicentennial Bus Tour. Bus leaves town hall at 1 & 3 pm and tours through the western part of the township. Ron Darling: (705) 652-7690.
- Aug. 19/Dundas:** Bicentennial Family Picnic, George Skene: (416) 627-0123.
- Aug. 19/Godfrey:** Walking and jogging fitness clinic at North Frontenac Arena including tips on technique, safety, and proper attire. Jim Stinson: (613) 374-2177.
- Aug. 19/Hamilton:** Hamilton Hall of Fame football game with homecoming celebrations. Info. Hotline: (416) 526-4663.
- Aug. 19/Hawkesbury:** Marathon "La Foulie". Lucien Berniquez: (613) 632-7753.
- Aug. 19/Kanata:** City-wide Bicentennial event featuring OPP's Golden Helmets and local talent. Refreshments. Arthur Lamarche: (613) 592-4820.
- Aug. 19/Kapuskasing:** Bicentennial Swim Meet. M. Rukavina: (705) 335-2341.
- Aug. 19/Lang:** Lang Century Village hosts heritage displays from Chandos, Burleigh, and Anstruther. Margaret MacKelvie: (705) 295-6694.
- Aug. 19/Moira:** Draw for Bicentennial quilt made by seven new quilters at Moira Community Hall. Margaret Chislett: (613) 395-3650 or (613) 477-2554.
- Aug. 19/Parry Sound:** Heritage Park Days – representatives of Heritage Parry Sound will dress in period costumes and serve as guides at entrance of each park. Marion Bélanger: (705) 746-9702.
- Aug. 19/Point Farms Prov. Park:** Jogging and walking clinic, including training program, information on safe techniques, and tips on appropriate footwear and attire.
- Aug. 19/Sauble Beach:** Bicentennial Sports Day at Sauble Beach Bandshell – assorted games and races for all ages. Kay Wagner: (519) 422-1861.
- Aug. 19/Smiths Falls:** Garden Day at Heritage House Museum – guided tours, sampling of fresh produce and period style refreshments, croquet and horseshoes, 1:30-4:30 pm. Lynn Villeneuve: (613) 283-8560.



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